

NEWS

Sovereignty becomes a specification

How the AI summer of 2026 is turning the location issue from an image to a purchasing condition

21 June 2026, Tobias Engl



Three weeks, three signals. In May and June 2026, Airbus, Infineon and the Munich site demonstrated the same thing independently of each other: Data sovereignty has migrated from the image brochure to the product specification. Anyone buying AI today first asks about the origin of the processing.

The EU AI Act sets the pace. From August 2, its high-risk framework will take full effect; applications in administration, human resources and critical infrastructure require risk analysis and traceable processing paths. At the same time, the EU Commission's Digital Omnibus Reform is readjusting the data protection regime for AI training. The framework is becoming both stricter and more flexible.

The industry reacts before the deadline. At the end of May, Airbus integrated the French model maker Mistral for its most sensitive aerospace and defense applications. Infineon brought certified, quantum-resistant security components for NVIDIA's Jetson Thor robot platform, anchoring trust in silicon. The Dealroom Index 2026 ranks Munich as one of the five densest technology locations in Europe, driven by industry and research.

This shifts the competition for digital signage. A screen that counts visitors or displays content according to context becomes a system that requires documentation. ScreenWay has designed its architecture for this from the outset. Processing on the device, under European law. What began as an attitude now reads like an answer to the specifications.

The second movement is a division of labor. Robots come from the specialist, certified security from the semiconductor house, models from European data centers. ScreenWay provides the orchestration layer on top, neutral and local. Instead of proprietary hardware, what counts is the ability to merge existing systems cleanly and make them responsive.

The summer of 2026 thus marks a change in the unit of measurement. It is not the size of the model that will decide who wins the bid, but the clarity of the answer to a single question: Where is the data? Providers who answer this question without an asterisk will gain time that others will need to catch up on in August.