

# NEWS

## Agent:in the disk

How the talking, acting screen benefits business owners and their customers in concrete terms and why trust is the decisive factor here.

22 June 2026, Tobias Engl



For fifteen years, a screen in a store did one thing above all: it showed what someone had previously planned. This is changing fundamentally. The screen is beginning to understand, respond and act. It is turning from a shop window into a counterpart. For store owners, this is not a gimmick, but a tangible lever for sales, costs and customer experience. And for customers, it means help exactly when they need it.

### WHAT IT IS

#### From the display to the counterpart

The "agent:in the pane" brings three things together: 1. it perceives its context anonymously (how many people are standing in front of it, for how long, at what time of day), 2. it answers questions in natural language by speaking or typing, and 3. it increasingly generates its content itself from live data ... product range, prices, dates, routes. Where it

makes sense, it even triggers processes; making an appointment, guiding you to the right shelf. An endless loop becomes a dialog.

## PERSPECTIVE 1

### From the business owner's perspective

**An end to the content treadmill.** Keeping content fresh used to be a permanent job. The agent pulls promotions, prices and availability itself and uses them to create coherent messages without anyone touching files on a daily basis.

**Higher relevance, higher conversion.** Instead of one message for everyone, the agent shows the right one at the right moment - depending on the time of day, inventory and context. A relevant approach at the point of decision has an immediate effect on the receipt.

**Relief for staff.** Recurring questions: Where can I find ...? What does ... cost? When is ...? answered by the agent around the clock. The team gains time for what people do better: advising and supporting.

**Resilient measurability at last.** The agent knows anonymously how many people have seen and used it, and which content is effective. The gut feeling becomes proof; the basis for better decisions and, where appropriate, for advertising revenue on your own space.

## PERSPECTIVE 2

### From the customer's perspective

**An answer immediately, without an app, without a queue.** You ask and get clear information in your own language: the right product, the shortest route, the next available time. No downloading, no waiting at the counter.

**Personal, but not overbearing.** The help feels approachable, without recognizing or measuring anyone. The agent responds to the question, not to the face.

**Accessible to all.** Large font, read-aloud function, high contrast and many languages on one device make the information less accessible than any printed sign and at the same time meet accessibility requirements.

**Helpful instead of promotional.** Because the agent solves the question first, trust is created and it is precisely this trust that makes the accompanying recommendation effective.

## THE BRIGHT POINT

### Trust is the decisive factor

The more a screen speaks and acts for itself, the more important it becomes whether it can be trusted. In Europe, this is not a side issue. An agent in the screen may be curious about the question, but not about the person. Measurements are anonymous and aggregated. Viewing contacts and dwell time, no demographic or emotional interpretation, as required by the EU AI Act and the GDPR. Generated content remains traceable and labeled, data is processed locally and in the EU. In this way, data protection becomes a sales argument rather than a brake.

This is exactly where the strength of ScreenWay lies! The pattern that supports the talking screen - isolated, controllable agents, local processing, European data sovereignty - is already inherent in the local-first architecture. The agent in the screen is not a platform change, but the obvious next step.

Bergx2 has been building on precisely this foundation since 1998: local-first, multi-tenant, GDPR-compliant and on-premises if desired. Watch a free demo to see how your spaces become a counterpart: [screenway.com](https://screenway.com) - [vertrieb@screenway.com](mailto:vertrieb@screenway.com).

## **SOURCES**

ISE 2026 / invisid - agentic AI in the CMS, MCP assistants. - spatialagents - screen as a speaking counterpart, voice-first. - blinksigns - autonomous systems. - Nento - hyper-personalized, generative content.

Regulation (EU) 2024/1689 (EU AI Act), Art. 5 - Restriction of emotion recognition/biometric categorization; GDPR - Data minimization, transparency, consent.