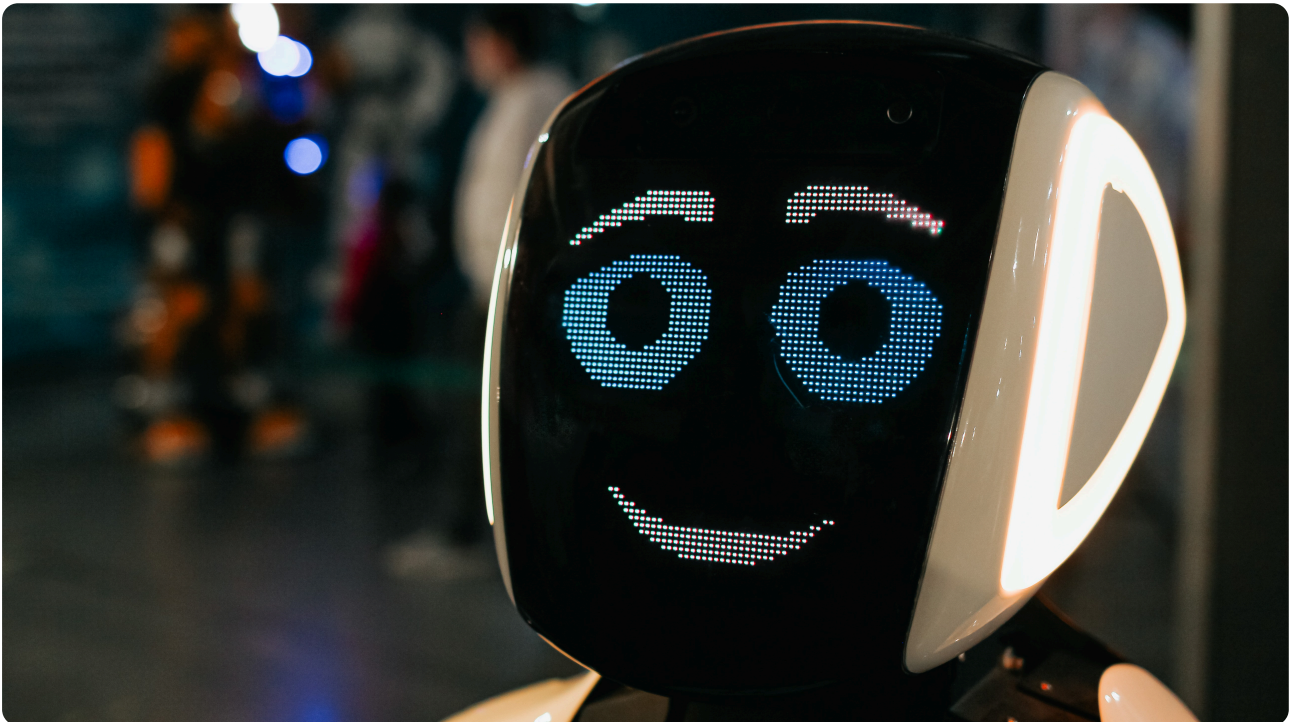


NEWS

Berry-Whill technique

Autonomous robotics programs for more comfort and sweetness

24 June 2026, Tobias Engl



Since September 2025, a Japanese wheelchair has been navigating autonomously through the glass corridors at Munich Airport Terminal 2. WHILL uses LiDAR to take passengers with limited mobility to the gate. At the same time, a good two hundred kilometers to the southwest, the BERRY robot from Organifarms GmbH is harvesting up to five hundred strawberries per hour on the stem, weighing them, sorting them and placing them in trays ready for sale. Two machines from different worlds that only reveal the same pattern at second glance. A highly automated core, a data-rich process and, in between, a silent transfer zone to humans.

This gap is not of a technological nature. It is not in the robot arm, not in the AI, not in the sensor technology, but where the machine stops and the human takes over again. In the case of WHILL at the comfort station after the security check, in the case of BERRY at the packaging tray on the way to the shelf. Both robots continuously collect valuable data - route, battery status and arrival time on the one hand, ripeness, weight and harvest time on the other - which today seeps away into proprietary backends without ever reaching the end customer. The robot works well; what is missing is the interface to the outside world.

For Bergx2, which operates digital signage in thirteen vertical markets with ScreenWay, this asymmetry is a familiar constellation. The same as in the waiting room at the doctor's surgery. ScreenWay provides the four layers needed to close the gap: 4K media players on the latest Intel Alder Lake architecture for continuous operation in public spaces, a CMS for multilingual content that can be updated in real time, the software map with twelve proprietary products along the value chain and, above this, an AI integration layer that transfers data from the robot backend to the display workflow via MCP and A2A without media discontinuity.

At the airport, this becomes a Comfort Station, which is no longer just an upholstered seating area, but a visual welcome zone. A BFSG-compliant display shows the waiting passenger in their native language where their vehicle is, how long the journey to the gate will take and which boarding pass data is stored. In indoor farming, a farm-to-plate display is created at the POS that shows the harvest time of each tray, documents the distance from the greenhouse and quantifies the CO₂ equivalent saved. A replaceable fruit becomes a traceable premium product with a built-in story, a silent waiting area becomes a measurable quality of service. The timing is right. WHILL has been live for less than a year, Organifarms has completed the step into the series production phase with the EBZ takeover on July 1, 2025. The robotic display gap has not yet been filled by an established provider.

Autonomous service robotics will become visible in far more areas in the coming years than is currently foreseeable. Delivery robots in hospitals, cleaning robots in train stations, service robots in hotels and restaurants. The pattern is repeated in practically every ScreenWay vertical. The next generation of digital signage is not about higher resolutions or larger displays, but about the intelligent connection with autonomous machines that do not carry a screen themselves. Bergx2 and ScreenWay are in the rare position of being able to deliver both - the program and the voice it lacks.