

NEWS

Camping Gold

What ScreenWay Can Do at a Campground, From Cabinet Terminals to Large Wall Displays

25 June 2026, Tobias Engl



The gate recognizes the car even before the driver rolls down the window. Shortly after midnight, the front desk has long since gone dark, yet the path opens up anyway—the booking code appears on the display, a “Welcome” in the language from the profile, alongside the available parking spot and the shortest route to it. What the lobby does in a hotel, a weatherproof kiosk does at the campground. The same promise, only under the open sky and across a much larger area.

In the morning, a sign at the intersection points the way to breakfast and indicates which shower is currently available. If you've put a load of laundry in, you no longer have to make the pilgrimage to the laundry room every ten minutes: “Machine 3 done” appears on the screen in the restroom building or as a short message on your phone as soon as the final spin cycle has finished. The rolls have been pre-ordered, the pickup time is set, and at the snack bar, number 47 is called to the counter instead of a crowd of waiting guests gathering there. A number system at the front desk also takes the pressure off the line, and on the digital board next to it, someone is looking for a ride to the weekly market.

The afternoon is all about the water. The sign on the beach shows which SUP boards are available, announces that the shop is open, and also lets you reserve a scooter for a trip into the countryside. If you're arriving by electric car, you can see if a charging station is available. At seven o'clock, there's still a table available at the restaurant; the same screen reveals this. Amid the restaurant's own offerings, information about regional attractions scrolls by: the stalactite cave, the farm café on the hill, and the boat rental at the neighboring lake. Every display that provides information contributes to the effort, as partners book their spots through it.

When the sky over the bay turns stormy, all the umbrellas speak the same calm language and point the way to the nearest shelter. On the other evenings, the hour after the campfire belongs to the big wall. On Fridays, the semifinals under the open sky; on Saturdays, open-air movies; and on Sundays, cartoons for the little ones before the flashlights come on in the tents.

Everything happens right where it's generated. The camera at the gate processes data on-site, occupancy data at the washhouse remains anonymous, and even if the network by the lake falters, the campground keeps functioning. ScreenWay doesn't rebuild what's already there; it connects the many small islands into a place that thinks for itself—quiet during the day, reliable in the wind, and dimmed just a bit festively in the evening.

ScreenWay · Vertical Camping · Feature · June 2026