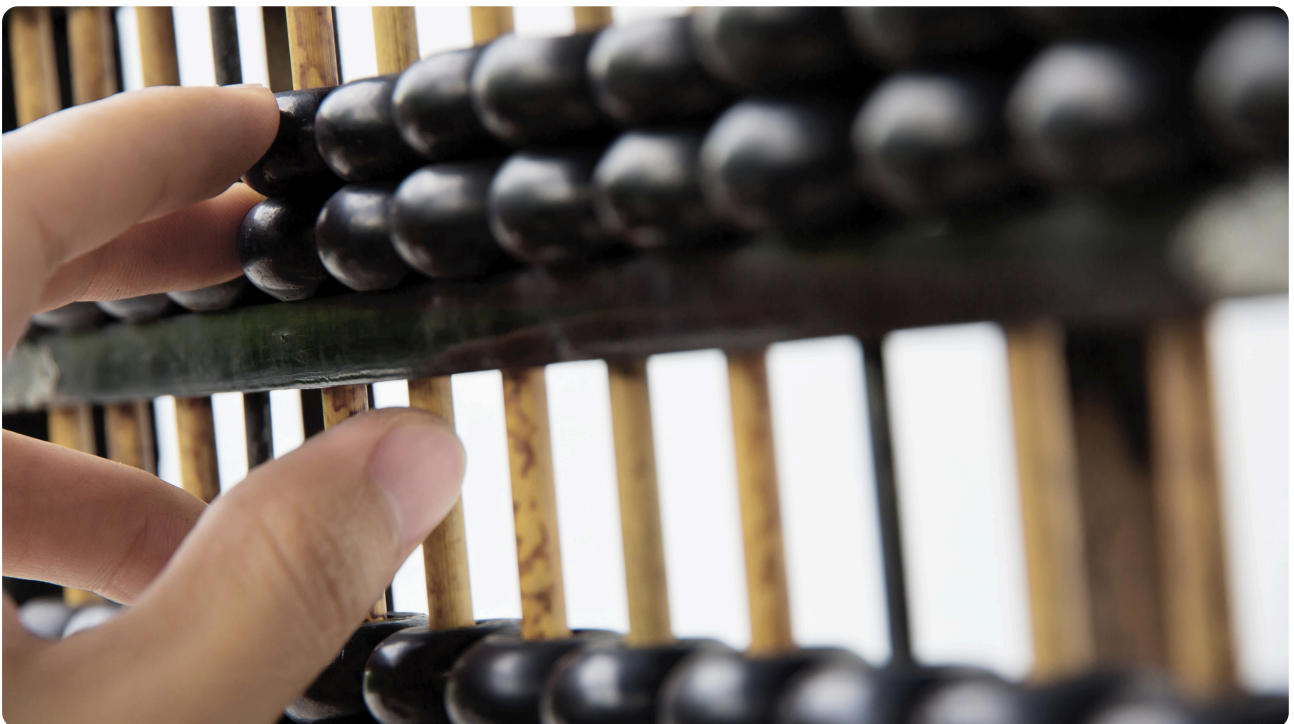


NEWS

Machine calculates, man decides

AI personalization makes content contextually relevant. ScreenWay creates this agent-based, but GDPR-compliant and explainable.

29 June 2026, Tobias Engl



AI-supported personalization has long since left the experimental phase in digital signage. The most effective lever is not the larger video wall, but the context: content that reacts to the time of day, weather, customer frequency and stock levels is simply more relevant. Dynamic displays significantly increase recall performance compared to static displays and pilot projects in the retail sector report sales effects in the double-digit percentage range. In practice, this means a cold drink on a hot afternoon, an umbrella on a rainy day and a different message automatically when stock is low.

For personalization to mean relevance and not surveillance, the European way does not need faces. Instead of evaluating the age, gender or mood of individuals, an anonymous, aggregated contact measurement that is processed directly on the device, does not store any images and does not identify any individuals is sufficient. Contact opportunities are counted, not people. This is in line with the GDPR and EU AI Act - which prohibits emotion recognition in the workplace and strictly limits biometric categorization - and thus turns a mandatory topic into a competitive advantage. Those who demonstrably measure data sparingly can sell to brands that demand exactly that from their partners.

On the production side, generative AI acts as an accelerator, not an author. A single line can be turned into a brand-appropriate menu board in seconds, even without a graphics department. Around half of marketing experts are already using or testing generative tools and teams report noticeable time savings. This becomes really powerful when it comes to scaling: a template "-20% off {product} in {city}" can be automatically localized across a hundred stores, with the right image and appropriate message, without anyone having to build a hundred layouts by hand. The AI provides drafts and variants, the idea remains human.

Beyond pure creation, learning processes optimize the payout itself. Prediction models recognize which content sequence works best in which context and lean models decide directly on the media player in milliseconds, without a cloud detour. Traceability is important here! An explanation level records why an ad ran, "Rule: rain, therefore umbrella", keeps targeting free of sensitive features and makes conformity verifiable. The human defines the key figure, the AI looks for the way to get there.

In the end, it's the human who decides. AI takes over data, variants and versioning; strategy, brand voice and fine-tuning remain the responsibility of humans and the most effective campaigns combine machine speed with human direction. This is exactly how ScreenWay thinks about personalization: agent-based and connectable via MCP and A2A, but European - with anonymous contact measurement instead of biometric profiling, explainable payout logic and human approval, GDPR-compliant and on-premises if desired. This way, the technology serves the idea, not the other way around.