

NEWS

First the path, then the thought

How ScreenWay Turns the Campus into a Quiet Information Hub.

2 July 2026, Tobias Engl



Colleges and universities are discussing how to measure their students' thinking. It's a valid question. But it requires something that's often missing in everyday life a campus that provides guidance rather than causing confusion. This is exactly where ScreenWay can help.

With a digital information layer covering the entire campus. On displays in lobbies, outside lecture halls, at intersections, and in the cafeteria, information appears exactly where it's needed: a rescheduled lecture, directions to the Registrar's Office, the dates for Career Week. Information finds people not the other way around.

What used to get lost in a group email sent at 7:42 a.m. or had to be searched for on the bulletin board is now displayed by ScreenWay at the right time and in the right place. Anyone entering the campus knows immediately where to go. Ten seconds instead of ten minutes. Students arrive at their seminars feeling more relaxed, staff members are less likely to have to answer the same question over and over, and operations run noticeably more smoothly.

Its benefits extend far beyond simply serving as wayfinding signs. During Freshman Orientation Week, the campus welcomes its new students; during exam periods, the displays show room assignments and remaining time; international students can read notices in their own language; and in an emergency, a warning reaches every screen within seconds. The same platform that guides students to the cafeteria in the morning displays the lecture series schedule in the evening.

One platform, every room. From wayfinding and event announcements to emergency alerts, ScreenWay manages all content centrally and in real time. Editorial teams and administrative offices manage the content via a single interface; any changes appear on all screens within seconds. The system displays content tailored to the location, department, and time of day. It minimizes data usage, does not analyze individuals, and is hosted in Europe.

This is how the space for freedom which is at the heart of the debate on thinking is created. While the university considers how to measure competencies, ScreenWay clears the path to that goal quietly and reliably, almost unnoticed. Big thinking begins with a small, accurate piece of information in the right place.