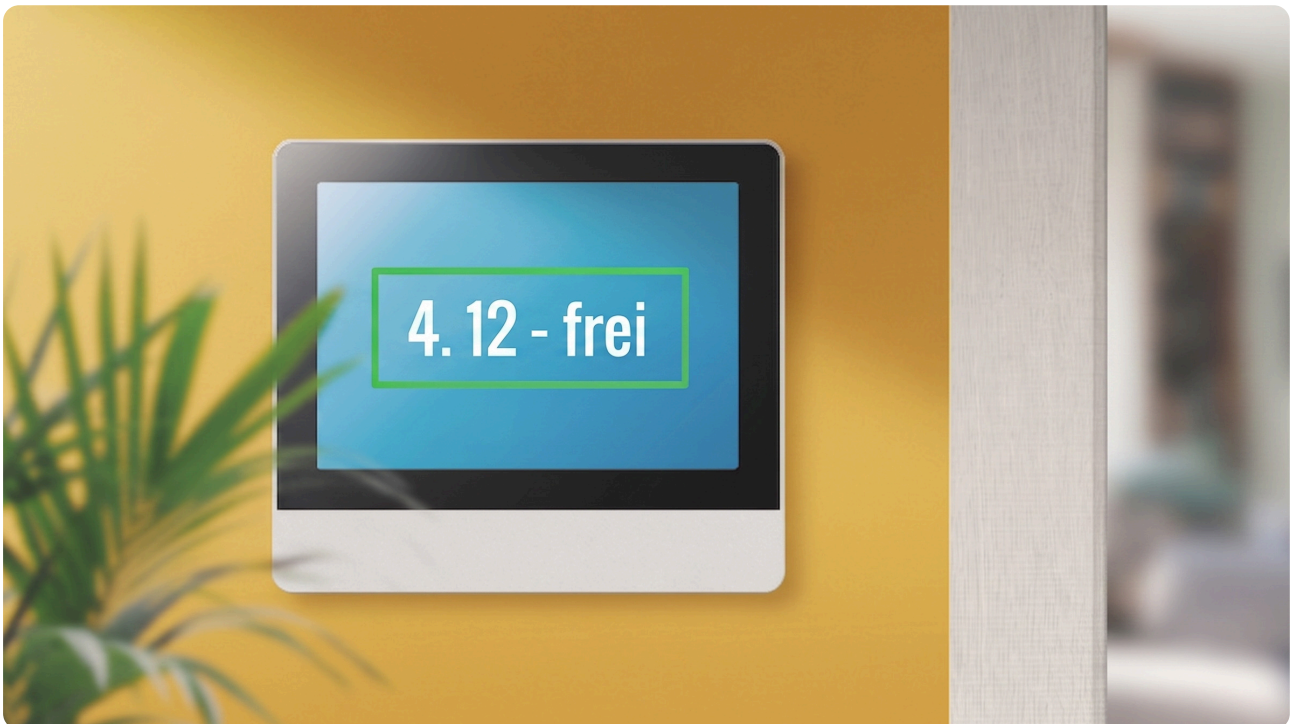


# NEWS

## In front of Room 4.12

A digital door sign, a busy morning, and no one knocks in vain anymore.

4 July 2026, Tobias Engl



A small display, framed in black and barely thicker than a picture frame, sits a hand's breadth from the doorknob. It shows the room's name, with a green bar below it that reads "available." A man with a laptop under his arm stops in front of it, reads the display, and taps twice. The bar changes color; the room is now his for half an hour.

The hallway is crowded this morning. Where people used to open the door a crack and ask, "Is this spot free?", today a quick glance from ten steps away is enough. Green means come in; red means come back later. The sign derives its meaning from the calendar and conveys it to everyone without anyone having to change a piece of paper.

A coworker ended her meeting early. She taps "Share," and the room returns to the pool. Seconds later, someone else takes it. No ghost booking, no locked door in front of an empty desk.

ScreenWay powers the small display. It integrates with the calendar system the company already uses and processes the booking locally, hosted in Europe. The same logic is in place one floor up in the patient rooms and in the guest wing of the hotel, always in the language of the establishment.

Late in the morning, Room 4.12 changed hands eight times silently, without any scuffles at the door handle. The small display next to the doorknob registered each change before anyone else noticed it.