

NEWS

Storefront

How to Manage the Area Facing the Street Without On-Site Staff

5 July 2026, Tobias Engl



The storefront window is lit up, while the store behind it remains in darkness. The new collection is displayed on the screen, the brightness is adjusted for the evening, and a banner announces the sale starting Monday. The owner planned this from home the night before. ScreenWay views the storefront as a space that continues to work even when no one is in the store, bringing the brand to the street around the clock.

Today, the storefront window is no longer just a space to post signs it's an interactive surface. ScreenWay lets you plan and update content from anywhere. Drag designs onto a timeline, schedule the collection for Monday, and have the sale notice automatically end on Sunday. No ladder, no printing, no tape, no on-site visits. What the street sees is created in just a few minutes on a laptop or phone.

The system must be so easy to use that anyone in the store can operate it. ScreenWay Studio offers templates, brand-consistent layouts, and a preview that shows exactly what will appear outside. Roles and permissions ensure that the store maintains local content while the brand retains control over the overall framework. The day-and-night control automatically adjusts brightness and imagery to match natural light, without requiring any manual intervention.

Many windows, one hand. For retail chains, ScreenWay rolls out a campaign across all locations simultaneously while leaving room for local customization at each individual store. Changes appear on screen in seconds, hosted in Europe and GDPR-compliant. This turns many storefronts into a dynamic network that headquarters and the team can manage together with just a few clicks.

This way, the storefront works around the clock. The store stays up to date, and the team stays in control. ScreenWay transforms the storefront into software that serves everyone in the retail industry. For retailers in the DACH region, this creates an autonomous and simple channel that revitalizes the city center and lets the storefront sell around the clock.