

NEWS

When the screen learns to walk

Household robot market trend

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2026 is the year in which the household robot moved from the vision into the home. At the CES in Las Vegas, LG's CLOiD, SwitchBot's Onero H1 and 1X's NEO demonstrated machines that no longer just vacuum, but think for themselves. They have learned from thousands of hours of housework, move safely through rooms on a mobile base and reach out with finely articulated hands.

What they can do sounds like the promise of time saved. A CLOiD takes the milk out of the fridge, puts the croissant in the oven and folds the laundry while talking to the appliances via the networked home. Five individually movable fingers, silent navigation and a voice-based AI system that fine-tunes itself to the household with every encounter. Ten seconds instead of ten minutes; this is what everyday life feels like when routine is handed over to the machine.

Despite the fascination with arms and hands, it is easy to overlook the obvious. Each of these robots carries an animated display, a loudspeaker and a voice in its head. Viewed soberly, it is a mobile, context-aware screen on wheels and thus enters exactly the field that ScreenWay masters. Making content visible in the right place at the right time.

This opens up three natural connections for ScreenWay. **Firstly, as a content and display level:** The robot head becomes a mobile ScreenWay endpoint that displays greetings, instructions, menus or service cards where the person is - not where a monitor happens to be hanging. **Secondly, as an orchestration layer:** Using open standards such as Matter, KNX-IP and Home Assistant, ScreenWay Home integrates between robots, devices and residents and directs what appears when.

Thirdly, and this is the core of the ScreenWay approach all of this happens locally. The robots work with anonymous context signals that are processed directly on the device: whether someone is in the room, what time of day it is, what routine is pending. No profile, no detour via external servers. Privacy-first is not an add-on here, but the prerequisite for a display being welcome in your own home.

From the reception area to the care facility to the workplace with ScreenWay Office, a boundary is shifting: the screen no longer stays on the wall. It learns to walk and ScreenWay gives it what it needs to say. The trend thus becomes an invitation, the networked home as the next mobile stage for relevant content.