

NEWS

Test Living in the Showroom

How Digital Signage Transforms Furniture and Kitchen Showrooms into Immersive Spaces
-> A Tour

9 July 2026, Tobias Engl



An oak table stands at the center of the space, surrounded by chairs from five collections. A cardboard sign listing the dimensions used to hang next to it. Today, the material wall responds as soon as someone touches a panel: oiled oak, limed oak, walnut along with the price in real time. ScreenWay calls this "Lift-and-Learn." The visitor lifts a sample, and the screen tells the rest.

The tour begins at the window. An e-paper display in the storefront switches to the spring collection in the morning and uses hardly any power to do so. After closing time, it shows the store's hours and a QR code for booking a consultation. Anyone walking by takes something away with them.

A touchscreen table awaits in the kitchen area. Families gather around it, sliding cabinet fronts back and forth, swapping out handles, and moving the island toward the window. The configurator accesses the studio's actual catalog - not a demo, but products that are available for delivery. In the end, the planned kitchen is sent to the phone via a QR code, and the consultant already has it right in front of them.

Digital door signs light up in front of the consultation booths. Green means the booth is available; the consultant's name appears above it, and the next appointment is listed below. No one knocks on the wrong door.

There's no advertising loop playing in the seating area. Instead, there's a documentary ... about where the leather comes from, how the woodshop two blocks away operates, and why a drawer can last for three generations. Waiting turns into anticipation.

There's no folder on the counter anymore. The screen displays the delivery date and installation schedule, along with care instructions all from a single source, all up to date.

All of this is managed through a single interface, hosted locally and compliant with the GDPR, without any data ever leaving the continent. Content updates in seconds, from the storefront to the counter. ScreenWay integrates with the systems a studio already uses: inventory management, catalog, and calendar.

Furniture sells through trust and experience. A studio that engages with you offers both. The oak table in the center is now bathed in the right light and tells its own story.

ScreenWay – Digital Signage. Made in Munich, Germany. Hosted in Europe.