

NEWS

The Shelf Looks Back

About cameras that understand people and displays with no hidden agenda

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Lately, the supermarket has developed a knack for reading body language. A camera above the canned goods aisle detects when a hand reaches into a jacket pocket and sends a still image to the security guard. Veesion calls this “gesture recognition.” The customer, who was just looking for his keys, has a different name for it.

You don’t have to be a misanthrope to find the idea compelling. Every gesture is a data point; every move is a hypothetical suspicion. The French data protection authority considers this a gray area; the manufacturer sees it as progress; and the guest holds on tighter to the bag.

It’s interesting what’s happening here! The screen in the store has started staring at us. That’s new. For decades, the roles were clear. We look at the screen; the screen looks at nothing.

That’s exactly where ScreenWay stands. A screen that shows something rather than guessing. It counts how many people are standing in front of a surface and immediately forgets who they were. No faces, no estimated ages, no guessed moods. Where employees are working nearby, Section 87 of the Works Constitution Act stipulates that

surveillance requires co-determination... so it's best not to install it in the first place.

The funny thing is: a display that doesn't watch anyone doesn't have to delete anything or justify itself to the authorities. It helps everyone who stands in front of it, and it doesn't keep track of anyone. That peace of mind is the real progress.