

NEWS

In the lobby, where everyone can read it

ScreenWay and Accessibility

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In the lobby of a Munich medical office, a screen hangs at eye level. The text is large, the contrast is strong, and the lines are short. Anyone with poor eyesight can read it from three meters away. This is no coincidence it's by design.

At ScreenWay, accessibility starts with the layout. The platform provides its own design framework: Open Sans, uncluttered spaces, adequate font sizes, and colors with clear spacing. Settings defined centrally are applied to every screen on the site. This ensures consistent readability across the entire site, without anyone having to reconfigure it on every device.

Language is the second door. A posted sign displays one version. A ScreenWay display shows the same information in several languages, one after another, and anyone who wants to can select the appropriate one with the push of a button. A family that has just arrived understands the directions at a glance.

For complex content, there's another level plain language. A procedure, a registration form, or house rules can be presented in a simple, concise version. Those who struggle with long sentences get the concise version.

The platform takes the biggest step by not letting the screen become a barrier. A QR code transmits the same content to the visitor's smartphone. There, the settings she has long since configured take over: her font size, her text-to-speech program, and her language. The space in the room relays the information to the device the person trusts.

Where spoken words improve accessibility, an audio track is added as an extension. It is included when a location requires it and integrates into the same control system.

This is all managed through a centralized system. A single correction to the template ensures that it is available on every platform, up-to-date, and consistent. Accessibility thus remains a constant feature that applies to all content. The fact that the content is processed locally and stored in Europe is essential for sensitive locations such as a medical practice.

In the end, you wouldn't know it just by looking at the screen in the lobby. It displays what it's supposed to large enough, clear enough, in the right language, and compatible with your own device. Accessibility that no one needs to point out, because it's already built in.

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