

NEWS

ScreenWay Explained in Seven Questions

For anyone hearing about this for the first time

22 July 2026, Tobias Engl



What is ScreenWay, in one sentence?

ScreenWay is a Munich-based platform that enables companies to control the screens at their locations and fill them with relevant content from waiting rooms to factory floors to farm stands.

What exactly is “digital signage”?

This is the term used for screens that display information in public or business settings: prices, directional signs, queue numbers... Instead of paper and chalk, this is handled by a display that can be updated centrally.

What makes ScreenWay different from others?

ScreenWay doesn't create new data silos; instead, it integrates with existing systems: point-of-sale, calendar, and inventory management. The content is generated from the systems a business already uses.

Where is my data?

In Europe and, as much as possible, directly on-site. A small device at the location handles much of the processing locally. ScreenWay does not track faces and does not rely on a U.S. cloud.

Who would benefit from this?

For any location with an audience or staff that wants to stay informed. Medical offices, stores, hotels, factory floors, campgrounds, pharmacies - ScreenWay serves thirteen industries, each with its own templates.

How difficult is it to get started?

Smaller than many people think. All it takes is a screen, a device behind it, and a connection to whatever is to be displayed. No month-long project, no dedicated server room.

Why “Made in Munich”?

ScreenWay is developed in Munich and hosted in Europe. It is backed by Bergx2 GmbH, which has been developing software since 1998; ScreenWay itself has been around since 2025.

At its core is a simple idea: What a place knows should be visible where people pass by. Technology quietly takes care of the rest in the background.