NEWS

The shift reads the screen

24 July 2026, Tobias Engl

In manufacturing, most people work without a desk. Those working on the production line, at the machine, or in the warehouse don't have a mailbox in sight and don't have time to check one. That's where it's decided whether internal communications get through or fall by the wayside. The screen in the production hall bridges this gap, and it's currently gaining traction in the industrial sector.

Employees without a mailbox

Traditional channels like email, the intranet, or bulletin boards are ineffective for reaching production teams. No one reads the emails, the intranet runs on a computer two halls away, and the bulletin board notice is from yesterday. A display at the hall entrance or above the shift handoff area turns that around. It shows what's important right now safety rules, the goal of the current shift, and announcements for everyone without anyone having to look for them.

Tying Instead of Building

The source of the content is what adds value. A display transforms from a poster into a tool when it is not maintained manually but instead reads data from systems that are already running: key metrics from the MES, the current production count from production control, or an alert from the control room. ScreenWay retrieves data from these sources and

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displays it in a processed format on the screen without requiring a new system to be set up alongside it. The production floor receives its data stream, and IT retains its existing architecture.

Information, not surveillance

A screen in the production area raises the question of control. ScreenWay addresses this by defining the direction of the data flow: The screen provides information to the workforce. It displays team metrics and process data at the group level, not individual performance profiles. Where a works council has a say, this separation is a prerequisite for implementation. A solution that takes this into account from the outset moves more quickly through the co-determination process than one that has to be retrofitted.

The trend boils down to a simple fact: If you want to reach your workforce, you need to bring the information to where the work is being done. That way, the shift crew can read what's important right now, instead of having to look for where it's posted.

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