

NEWS

Accessibility is not an extra

27 July 2026, Tobias Engl



There are project plans where accessibility is at the very bottom of the list below the logo, below the color scheme, below the question of whether the background video really needs to run in 4K. An asterisk, a single line something you tack on if there's time left. That's how you treat an afterthought. A nice little extra on top, optional, just to make a good impression.

This addition has now been law for almost a year. The Accessibility Enhancement Act has been in effect since June 2025, with a name so cumbersome that it's hard to say it without sounding accessible. It takes seriously what was long considered merely a symbolic gesture. Anyone who offers devices or digital services to the public must design them so that they are accessible to everyone perceivable through more than one sense, readable even for eyes that aren't what they used to be, and operable by hands that tremble.

You can skip the add-on. That's the whole point. This is where the mistake lies that makes projects so expensive... What you plan last is what you plan worst. Accessibility that's tacked on at the end looks exactly like that. A "read aloud" button stuck in the corner. Contrast tweaked until it barely passes muster. Checkbox checked, but no heart in it.

ScreenWay has skipped the formalities. Accessibility isn't at the bottom of our list because there's no list where it should be missing. A ScreenWay display says what it shows. It uses font sizes that are still legible from across the room. It presents the same content in multiple languages and through multiple senses, because an image alone doesn't reach everyone. We didn't have to retrofit anything for this; the architecture was in place from the very beginning.

The deadline is set, the fines are real, and somewhere, someone is frantically working on their encore. A door that opens for everyone is no special door. It is a door that understands its purpose. Screens can do that, too.