NEWS

What the EU AI Act Means for Your Screen in August

30 July 2026, Tobias Engl

A screen on the wall is, for now, just a screen. As soon as a camera is running or content is generated automatically, it falls under the EU's AI Regulation. Six questions, six answers - a concise overview ahead of the deadline.

When do the rules take effect?

The regulation has been in effect since August 2024 and is being phased in. The bans on certain practices have been in effect since February 2025. The next major deadline is August 2, 2026, when the requirements for high-risk systems and the transparency rules will take effect. The regulation will be fully applicable starting in 2027.

Is this a standard information screen?

A display that shows content falls into the category of minimal risk and does not trigger any special obligations. Things only become tricky when a camera tracks people or content is specifically tailored to individual persons.

What is already prohibited?

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Emotion recognition in the workplace and in educational institutions, biometric categorization based on sensitive characteristics, and the indiscriminate collection of facial images. Anyone operating a camera with emotion analysis capabilities risks fines of up to 35 million euros or 7 percent of annual revenue.

What about AI-generated content?

Starting in August 2026, AI-generated text, images, and audio must be clearly labeled. Anyone who uses automated content generation will be required to visibly indicate this in the future.

How does ScreenWay handle this?

ScreenWay does not track faces or read emotions. When sensors are used, they generate anonymous, aggregated signals that are processed locally on the device. There is no biometric categorization, no emotion recognition, and all processing takes place in Europe.

What should we do now?

Three steps are all it takes to get started. Review your content and check whether any cameras are analyzing it. Label AI-generated content. Document the AI expertise within your team, as this requirement under Article 4 is already in effect today.

A screen that displays information and doesn't miss a beat remains a calm screen even after the deadline. That's exactly what ScreenWay is built for.

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