

NEWS

The Most Mindful Minute of the Day

Why the elevator might be the best place for a quick message.

6 August 2026, Tobias Engl



Inside or outside the elevator, most people remain silent and look for something to focus on. In the past, that was the floor indicator; today, it's often a small screen. There's hardly a better place for a brief message, because everyone really does look there.

What's going on depends on the venue. At a hotel, it might be restaurant recommendations for the evening, spa hours, or a concert in the lobby. At the office, it might be a message from management, an available meeting room, or a team member's birthday. At a department store, it might be a promotion one floor up, displayed exactly where customers are headed anyway.

These brief ad slots can also be sold. Just as with larger screens, an operator can display ads for businesses whose offerings are relevant to the location, thereby generating additional revenue from the display. Between the paid ad slots, there is space for the operator's own announcements, tailored to the time of day, location, and floor.

To ensure this works without surveillance, ScreenWay counts the number of displays on-site and plays the content locally. No camera is needed to capture faces, and no passenger profiles are required. Proof that a message was displayed is generated within the device, and privacy in the confined space remains intact.

The elevator is a place that draws a lot of attention. If you use it wisely, you can reach your guests at a moment when they have nothing else to do but look.