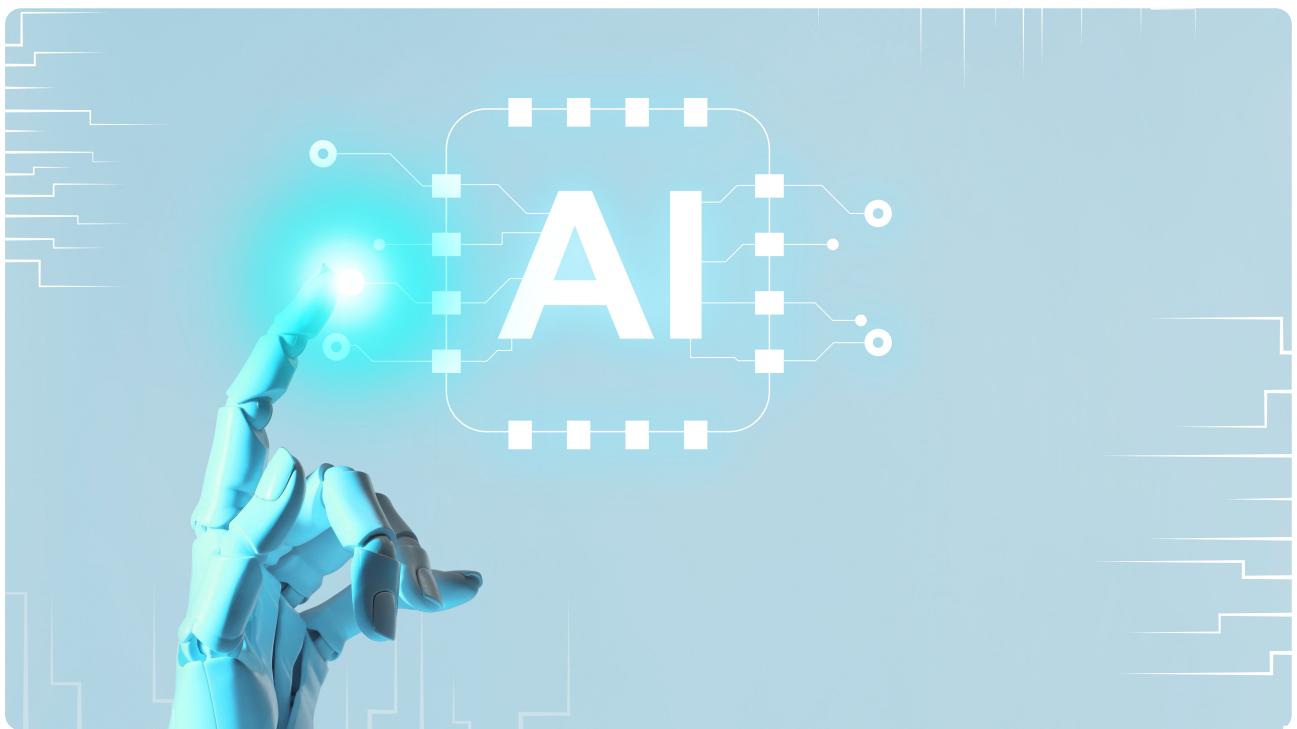


NEWS

A sign that it's AI

The EU is introducing icons to label AI-generated content. What this means for digital signage—and why ScreenWay welcomes it.

9 August 2026, Tobias Engl



In early June 2026, the European Commission published a set of icons that can be used to label AI-generated content. Three icons indicate the degree of AI involvement: a basic icon, an icon for content generated entirely by AI, and an icon for content that has been partially modified by AI. All three are available in SVG and PNG formats in four variations. They are intended to help viewers recognize whether AI was involved in creating a piece of content.

The labeling requirement itself stems from Article 50 of the AI Act. It applies to two categories of content. First, deepfakes—that is, images, audio, or video content that depicts real people or events and gives the viewer the impression of authenticity. Second, it applies to AI-generated text that is published to inform the public about matters of public interest without having been reviewed or edited by a human. Art and satire are exempt, as are texts for which a person is editorially responsible.

In the context of everyday digital signage, this means: A menu board featuring an AI-generated tomato soup is not a deepfake. A welcome screen with a friendly AI portrait in the background is not a news report. The vast majority of what appears on ScreenWay screens is not subject to the labeling requirement. It is produced under the operator's editorial responsibility.

There are cases where these icons are helpful, even if they aren't required. An information kiosk in a clinic that answers questions about treatments using an AI language model should make it clear to the user that they are speaking to a machine. An advertisement in which an AI has replaced a human face should make that clear—not because a government agency requires it, but because the trust of the people looking at the screen depends on it.

ScreenWay committed to transparency early on, both in its architecture and in its communication. "Local-first" means that data stays where it is generated. When it comes to labeling AI-generated content, this same approach applies: wherever AI was involved, it should be clearly indicated. The EU icons are a useful tool for this purpose—developed in Europe and available for free download. They can be integrated as image elements into programs and kiosk pages.

SOURCES European Commission / DG CONNECT: EU icons for labeling AI-generated content (digital-strategy.ec.europa.eu, as of June 10, 2026) · Code of Conduct on Transparency of AI-Generated Content, Section 2 · AI Act (Regulation (EU) 2024/1689), Art. 50, para. 4.