

# NEWS

## The Rhythm of a Room

What Human Mobility Means for Digital Spaces

10 August 2026, Tobias Engl



A lobby never fills up evenly. First come the early birds, one by one, striding purposefully. Then the stream thickens, splits at the stairs, gathers in front of the elevator, and ebbs away around noon. If you watch long enough, you'll notice a rhythm. Movement is no accident.

The field is known in academia as "human mobility." It reveals the regular patterns of human movement. A few locations define the day; routes repeat themselves; rush hours recur. This knowledge informs transportation planning and urban development and raises the question that affects every digital space: When is a space active, and what is it currently waiting for?

ScreenWay answers this question right on the spot. A surface that senses the rhythm of its space displays different content at a busy reception desk than in a quiet hallway, and different content in the morning than in the evening. A notice board becomes an active participant.

The difference lies in how ScreenWay interprets this rhythm. Not through faces or cameras that recognize individuals, but through anonymous aggregate signals: how many people are present, where the flow is directed, and how long it lingers. The analysis takes place locally, on the device in the room. No image leaves the premises, no individual is tracked only their contribution to the whole is counted.

This is the foundation of ScreenWay's promise. Movement becomes information and remains free from any logging of individual users. Where a works council is involved, data analysis remains at the team level and within the framework of co-determination. Where the GDPR applies, it takes effect from the very first second, because the architecture is built with a "local-first" approach and hosted in Europe.

The result is a space that thinks for itself. It knows the rhythm of its surroundings and adapts to it, calmly and reliably. The space sets the pace. ScreenWay keeps it.

**ScreenWay – Digital Signage. Made in Munich, Germany. Hosted in Europe.**