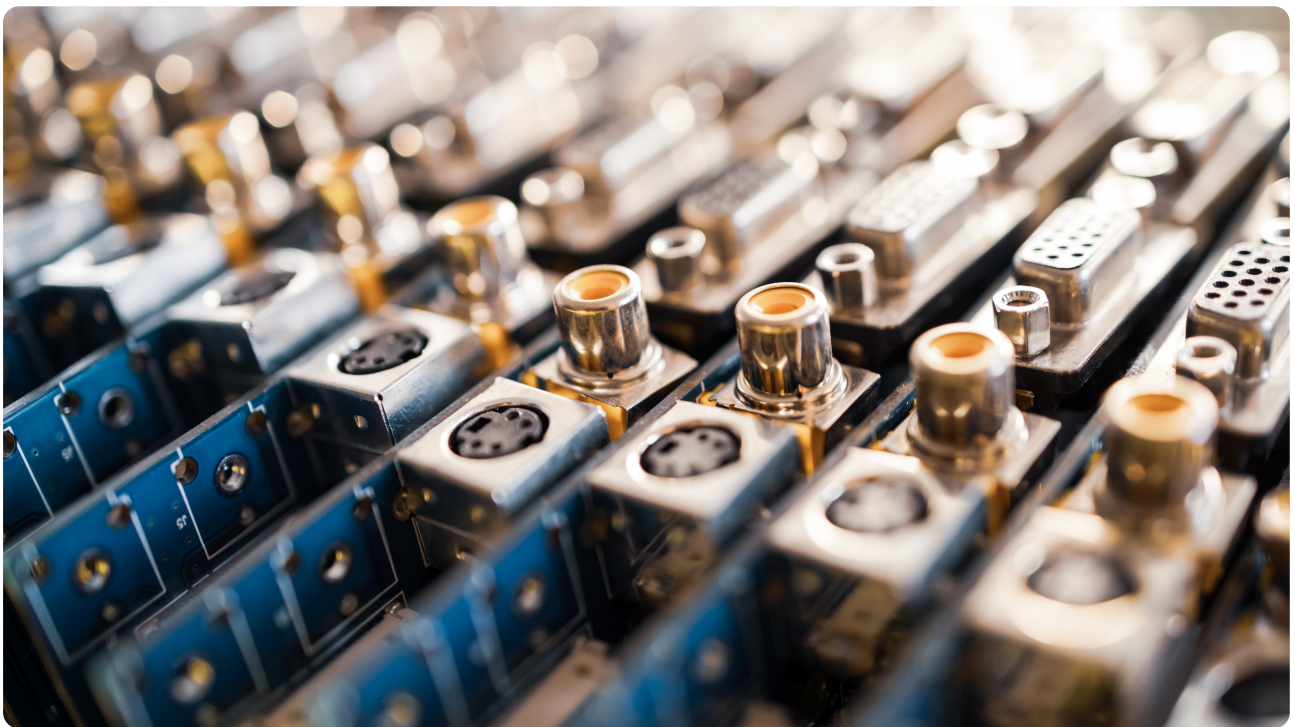


NEWS

The Right Resolution for Every Screen

Like ScreenWay, it automatically processes uploaded videos without anyone having to make any changes.

11 August 2026, Tobias Engl



Using the Media Converter in the ScreenWay backend, each uploaded video is converted into multiple versions at different quality levels. The player that later retrieves the content automatically selects the version that best suits its screen and processing power. In a bakery chain, a new promotional video is displayed on twenty screens this way: in 4K on the large display screens and in Full HD on the smaller ones at the register. The team uploads the video once, and the platform takes care of the rest.

The versions differ in resolution, codec, and bitrate. A player that cannot smoothly decode a specific codec is provided with a version it can handle. A Full HD screen no longer downloads 4K files. And because content is downloaded to the player for offline use, local storage remains manageable.

A video looks best when its quality is optimized for the screen on which it's playing. The Media Converter handles this optimization right in the ScreenWay backend, eliminating the need for studio work. The team uploads videos as before. The Media Converter runs automatically for every uploaded video.

