

NEWS

Anonymous Signals Instead of Facial Recognition

31 August 2026, Tobias Engl



A screen is meant to inform. A screen that fails to notice everyone who walks by has misunderstood its purpose. This philosophy is at the heart of ScreenWay, and it's reflected in every line of code.

Much of the industry is looking to the past. Cameras estimate the age of passersby, guess their gender, measure their level of attention, and read their mood from their faces. These services are offered, they are purchased, and some of them have been banned in the workplace since the EU's AI Regulation took effect. We have completely done away with them.

ScreenWay does not track individuals. Wherever a system requires signals, it generates anonymous, aggregated data such as the number of people in front of a screen not who they are. These figures remain on the device. No faces are stored, no identities are established, and no profiles are created.

There's more to it than just the fear of fines. Anyone walking past a display owes it nothing least of all their own face. For us, data protection isn't a burden that limits functionality; it's the very foundation on which we build.

This line doesn't require any action. Its relevance comes from what the screen connects to: the calendar, inventory, the current shift, and the context of the location. The system behind it makes it smart long before a camera in front of it could contribute anything.

For the operator, this approach is a relief. No consent needs to be obtained at the entrance, no images need to be protected, reviewed, or deleted, and no equipment could lead to liability in the event of damage. What doesn't exist cannot be misused.

Others build screens that watch. We build software that displays.

That's the whole difference, and it's important enough to us that we've made it a rule.