

NEWS

What a Screen Should Do at Night

A column about screens that can't sleep

4 September 2026, Tobias Engl



On my way home, I walk past a storefront with a lit-up screen. It's displaying a special offer on barbecue charcoal, at full brightness, for no one. The store has been closed for hours, the street is empty, and yet the screen is still shining into the night as if customers were about to arrive. I ask myself the same thing every time: Who is it even showing this to?

There's something restless about screens. Once they're up, many of them run nonstop, day and night, always at full throttle. That wastes electricity, shortens their lifespan, and doesn't do anyone any good at half past three. A storefront display that stays on all night confuses presence with visibility.

Yet the answer is simple. At night, a screen should do what sensible beings do: rest. It can dim as the light outside fades and turn off when the store closes. In the morning, it boots up on its own, just in time for the first customers. No one has to remember to do it a schedule takes care of that.

At ScreenWay, that's part of the craft. The screens adjust automatically based on store hours and natural light, without anyone having to walk through the stores in the evening and press buttons. Over the course of a year, this adds up both in terms of the electricity bill and the lifespan of the devices. Sustainability here isn't just for show; it's a built-in feature of the system - in both senses of the word.

The storefront on my way home stays lit up every night. Maybe someday someone there will show the charcoal the way to bed, too. Until then, the best state for a screen at three o'clock is when it's turned off.