

NEWS

The two signs at the market

A fable about what remains when the internet goes down.

8 September 2026, Tobias Engl



Two digital display boards hung in a market square, one on the north side and one on the south side. Both showed the weekly market, the weather, and bus schedules. The northern one took pride in its connection to the wider world. The southern one was considered simple, because it carried its knowledge within itself.

“How backward you are,” scoffed the northern sign. “I ask the great computer behind the mountains for every piece of information. It knows everything, and everything I display passes through its hands first.” The southern sign remained silent and pointed to the apple market stall, the third from the left.

One evening, a storm swept across the land and snapped the cable that ran over the mountains in two. Then the northern screen fell silent. It asked and asked, but no one answered from beyond the mountains. Its image went dark, and the people at the market stood helplessly before a blank screen.

The southern display, however, continued to glow calmly. It knew when the next bus was due, because it had never forgotten, and it pointed to the apple stand the third from the left as if nothing had happened. People turned to it, and it guided them through the evening until the line was repaired the next morning.

The moral of the story: Those who carry their knowledge with them continue to shine brightly even in the storm. That's ScreenWay's philosophy. Whatever a location needs to know, it calculates on-site, and even if the connection is lost, the image remains.