

NEWS

The Storefront That Told the Truth

A Fairy Tale from the Shopping Street

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Once upon a time, there was a shopkeeper in a small town who ran a store full of beautiful things. But her storefront was a source of frustration for her. What was displayed there never matched what was actually inside the store, because she never had time to rearrange the merchandise.

One day, as she was once again removing a yellowed poster from the window, she sighed, "If only I had a storefront window that always told the truth without my having to conjure it up anew every morning." No sooner had she said it than there was a knock at the door.

There was no magician standing at the door, just a simple screen on a cart. "I'll show you whatever you want," he said, "and I'll change as soon as your store changes. They call me ScreenWay. I process transactions right here with you, not in faraway lands, and I won't reveal anything that belongs to you." The shopkeeper connected him to her cash register and placed him in the window.

From then on, something that seemed like a miracle began to happen. In the morning, the storefront window displayed the fresh merchandise; in the evening, it showed the special offer; and whenever an item was sold out, it would disappear from the display on its own. It spoke the languages of the travelers passing through the city, and at night, when everyone was asleep, the screen would go dark, saving the shopkeeper the cost of candles.

The customer base grew, because what was displayed in the window lived up to its promise inside. But the shopkeeper had time for a cup of coffee again in the morning. And if the screen hasn't been turned off, it's still glowing today honestly and in moderation right in the middle of the shopping street.