

NEWS

How effective is your signage?

A six-question self-assessment.

25 September 2026, Tobias Engl



Six statements, an honest look at your own business. Check the boxes that apply. No one but you will see the results, and by the end, it will become clear where it's worth taking a closer look.

- ☐ We have a printed notice posted here that is no longer accurate.
- ☐ We call out the names of those waiting so that everyone in the room can hear.
- ☐ Our screens stay at full brightness at night, even when no one is around.
- ☐ Someone maintains the content manually, on each device individually.
- ☐ Our ads are available only in German.
- ☐ We don't know exactly where our ad software performs its calculations and stores the data.

Analysis

No cross: Congratulations you're ahead of most companies. Keep it up.

One through three: A solid foundation with room for growth. It only takes a few simple steps.

Four or more: It's high time to make a change. The path to that goal is shorter than it seems right now.

The good news applies to every outcome: Each of these issues can be resolved, either individually or all at once. ScreenWay integrates with what's already there, processes data on-site, and stays in Europe. The outdated notice becomes up-to-date, the loud announcement becomes quiet, the night remains dark, and the one language becomes too many. Every check mark becomes a completed task.