

NEWS

Accessible to Everyone

What the Accessibility Act Means for Screens.

26 September 2026, Tobias Engl



The Accessibility Enhancement Act has been in effect in Germany since 2025, and many website operators are wondering what this means for their websites. The answer is less daunting than it sounds. An advertisement should be designed so that as many people as possible can see it, including those with visual or hearing impairments.

In practice, these are straightforward things. Text that is large enough and has enough contrast to be read even from a distance or by people with poor eyesight. A text-to-speech feature that reads aloud what's on the screen. The ability to display content in a different language or in simpler language.

The core idea is to provide information through more than one sense. Those who can't see well can hear. Those who can't hear well can read. A screen that both displays information and reads it aloud reaches both groups and, incidentally, also those who just glance at it quickly as they pass by.

ScreenWay offers these capabilities without any extra effort. Text-to-speech, translation, and simplified language processing are handled right within the device itself, and the templates are designed with high contrast right out of the box. Because the processing takes place on-device, the content and voices remain within the organization. This turns an obligation into a feature that benefits everyone.

At its core, accessibility means something simple that no one stands in front of an ad and is left at a loss. Those who keep this in mind from the start not only comply with the law but also attract customers who might otherwise be overlooked.