

NEWS

Where ordinary displays fall short

What signs in the parking lot and underground garage have to endure.

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The conditions in the parking lot and underground garage are tough on a screen. Outside, there's blazing sun, frost, and rain; inside, there's exhaust fumes, dirt, moisture, and low light. An ordinary display would quickly fail under these conditions. A screen that can withstand this environment is, first and foremost, a matter of technology.

Three things matter. The brightness must adjust bright enough to withstand the midday sun, dimmed on a dark floor. The housing must be sealed against dust and moisture and built to withstand shocks and vibrations. And the device inside must operate without a fan, which would otherwise draw in exhaust fumes and dirt. ScreenWay focuses precisely on this: a sealed, fanless computer designed for continuous operation.

Once the technology is in place, the screen becomes useful. At the entrance, it shows how many spaces are available and on which level based on data from the facility's sensors. Arrows point to the nearest open space, the elevator, and the charging station. Drivers entering the building don't have to search for long, and traffic inside the building keeps moving smoothly.

That same screen displays more than just numbers. It lists rates and hours of operation, warns of a blocked exit, and directs visitors to the building, the hotel, the department store, or the clinic. And it generates revenue through advertising. ScreenWay can process occupancy data on-site, so the system continues to run and display information even if the external connection is temporarily disrupted.

The parking lot is the first and last impression of a visit. A screen that works reliably here in any weather and on every level turns what is often a tedious moment into an orderly one.