NEWS

Save electricity without even thinking about it

How a screen saves energy without anyone having to think about it.

5 October 2026, Tobias Engl



A screen that shines at full brightness into an empty room at night wastes electricity and benefits no one. This is exactly what can be avoided without anyone having to flip a switch in the evening. The display regulates itself.

During the day, it adjusts its brightness to match the ambient light bright enough for reading, but no brighter. After closing time, it dims or turns off completely, and in the morning, it’s back on in time. When this happens depends on the store’s hours of operation, which the system already knows.

The device behind it is also energy-efficient. The processor used comes from the world of mobile technology and requires very little power. Because the computing is done on-site, there’s also no need for the energy-intensive remote data centers that would otherwise have to handle every small request.

Sustainability is also reflected in the product’s lifespan. A device without a fan or moving parts lasts a long time often longer than the screen it replaces. Equipment that rarely needs to be replaced saves money and reduces electronic waste, both on the factory floor and in retail stores.

In the end, the most energy-efficient display isn't the one that advertises itself the loudest, but the one that simply does its job, night after night, without anyone noticing.

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