

# NEWS

## The counter thinks for itself

How digital reception is moving into its third generation and where the data goes in the process

6 October 2026, Tobias Engl



A glass wall, behind it an empty chair, and next to it a screen at eye level. When someone enters the lobby, they tap a name, and seconds later a face appears on the screen, greets them warmly, and opens the door to the waiting area with a click. The reception desk is staffed only its form has changed.

In late June, the trade magazine *invidis* reported that the Swiss provider Etrocom is integrating its virtual concierge natively with Microsoft Teams. Visitors make their selection on the touchscreen, and employees answer the video call in the familiar Teams client even while working from home. There's no need for a separate phone system. This is Generation Three: The kiosk becomes the remote location, and the reception desk becomes part of daily corporate communication.

One detail is mentioned only briefly in the announcement, yet it carries significant weight. The connection runs through Azure Communication Services. Anyone familiar with industry trends will recognize this pattern: Even a competitor like SCREENCOM runs its visitor platform on Azure, even in cases where Swiss data security is touted. Every greeting, every video frame, and every visitor note takes the same route to the U.S. hyperscaler.

**The short route stays inside the house**

This is where ScreenWay takes a different approach. The same scene, the same counter, the same greeting and yet the conversation never leaves the building. Speech recognition and speech synthesis run directly on-site on the Keeper, the local device at the front desk. The data stays in Europe, and processing remains in-house. Microsoft Teams can be integrated, if a customer wishes, as one option among many not as the foundation.

What is processed locally can also be customized locally. The reception area communicates with visitors in their own language, directs them to the correct floor, and displays the appropriate information for a medical clinic, a bank, or an industrial site. ScreenWay provides pre-prepared content from thirteen industries, so no reception area has to start from scratch.

For banks, industry, and any sector that assesses its supply chain under NIS2, this is more than just a technical footnote. It's the answer to a question that's rarely asked in the lobby but must always be answered during an audit: Who makes the first impression? At ScreenWay, it belongs to the company that makes it.