

NEWS

The Face of the House

How a building's exterior facade becomes its largest advertising space.

15 October 2026, Tobias Engl



Before anyone enters a building, they see its facade. It's the first indication of whether there's activity inside, whether the store is open, and whether the building looks inviting. A digital display on the exterior wall transforms this silent facade into one that speaks.

During the day, she greets visitors and announces the day's specials or the evening's program. She indicates that a table is available, that the exhibition is still open, and that the after-work market is taking place today. After dark, she lights up and makes the building visible from a distance, where a sign would otherwise disappear into the shadows.

A building's facade reaches people who weren't even planning to enter the building. People walking by or waiting at a traffic light pick up the message almost without thinking about it. This reach can be leveraged both for your own purposes and for partners whose offerings are a good fit for the neighborhood turning the wall into a source of revenue.

ScreenWay controls the facade based on the time of day, weather, and occasion. When the sun is out, it becomes brighter; in the evening, it takes on a more subdued look; and during an event, the motif changes automatically, depending on the settings. The content is created and displayed on-site, so that the building's largest surface is also the one over which the operator retains full control.

The facade is the only thing that reveals a house, even when no one is inside. Those who let it speak extend an invitation from the outside, long before the first word is spoken at the front desk.