NEWS

Show the way before asking

How signs in hallways and on each floor guide you through a building.

27 October 2026, Tobias Engl



It's easy to get lost in large buildings. Long hallways all look alike, signs are hung too high, are missing, or aren't lit, and in the end, you end up asking someone for directions anyway. Screens placed in the right spots eliminate this uncertainty before it even arises.

At intersections and turn-offs, a display shows which way to go. Arrows point to the station, the conference room, and the exit, along with the distance and floor. Unlike a printed sign, this information can be updated if an area is relocated or a hallway is closed off. What’s current today is what’s displayed today.

The purpose is similar everywhere, but the content is not. In a hotel, the signs lead to the rooms, breakfast, and the spa. In a hospital, the signs point the way to the radiology department and the correct ward calmly and clearly. In an office, visitors can find the conference room without having to guess at every door. At the airport, signs lead to the gates, restrooms, or the lost and found.

ScreenWay keeps these routes up to date and manages them centrally. If a station or room is relocated, a single entry is all it takes to ensure that the routing throughout the building is correct again. The display calculates the route on-site, so that users can still find their way even if the connection is interrupted.

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Good wayfinding is only noticeable when it’s missing. When it works, everyone arrives where they intended to go, without detours and without asking for directions, and brings that sense of calm right into their room or conversation.

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