NEWS

The Data Sheet for the Screen

Technical specifications—for once, not from the vehicle.

2 November 2026, Tobias Engl



At the car dealership, every car has a label with specifications attached to it. One of these labels doesn't describe a car, but rather the screen that replaces the other labels. Here are its technical specifications.

Drive Local. Performs calculations in-house, on a small device behind the screen.

Consumption Energy-efficient. Dims during the day, turns off at night.

Connectivity Syncs with the price list and inventory. Sold-out items disappear automatically.

Operation Multilingual, with text that is legible even from three meters away.

Safety Checks its own software upon startup. The data remains in-house and within Europe.

Maintenance Minimal. The content is updated at the source; no one has to do it manually.

Delivery Time In short, nothing is being built. Existing systems are being integrated.

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No test run required. Anyone who can turn on a screen can operate it without instruction. Available from ScreenWay, built for continuous operation, made in Munich.