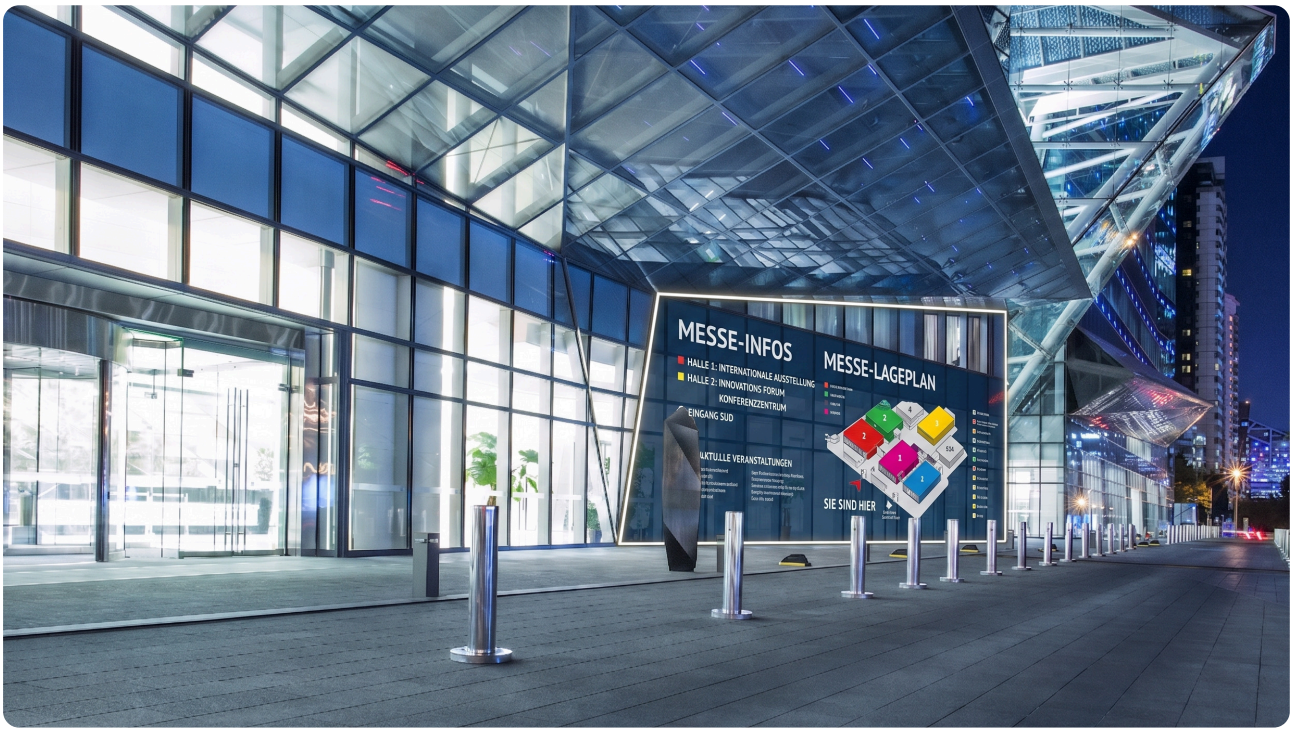
NEWS

The Site That Speaks for Itself

How screens at the convention center consolidate data from many sources into a single image

18 November 2026, Tobias Engl



An exhibition center is a temporary city. Halls as big as factories, hundreds of booths, a schedule that changes by the hour, and visitors from many countries who all want the same thing to know where to go and what's happening when. Here, screens are the fastest way to keep things organized.

What makes trade show work unique is the number of sources. The hall layout comes from one system, the conference program from another, and the exhibitor directory from a third. Only when these strands come together does an ad emerge that's truly accurate. That's exactly the task bundling a lot of data into a clear picture.

The screens then display what matters: which presentation is about to begin and in which hall, which booth has been moved at the last minute, where the nearest entrance is, and the shortest route. If an event is rescheduled, the change appears immediately on all screens, and anyone who speaks a different language can read it in their own language.

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ScreenWay integrates with existing event systems upon request rather than replacing them, and can therefore be set up quickly which is crucial for a trade show lasting just a few days. The content runs on-site, ensuring reliable display even when the network is at full capacity and thousands of devices are connected to the Wi-Fi. After the trade show, the same concept can be reused for the next venue.

Where many paths and many events converge, clear wayfinding is key to making a good impression. A venue that guides its visitors safely feels both larger and more peaceful, and that’s exactly what visitors will remember after the trade show.