

Price labeling for modern retailers

Integration of Electronic Shelf Labels into Wi-Fi infrastructures

The electronic labeling of goods is a huge trend in the retail sector. Price changes, item descriptions or even barcodes can be individually updated via radio at any time. As a result, paper labels belong to the past – prices are updated via the ERP system automatically and almost in real-time. LANCOM enables you to control the battery-operated, modern and digital displays (via radio) and at the same time offers the option of professional Wi-Fi coverage for your own applications such as inventory, Wi-Fi scanners or the provision of customer hotspots.



The Wi-Fi 7 access point LANCOM LX-7200E features both of these wireless technologies in a single device, so minimizing the potential for cross-talk interference while Wi-Fi and display updates are operating in parallel. An innovative solution that saves your money, because there is no need to choose separate Ethernet and power cabling for different wireless applications, as well as additional switch ports and ESL base stations.

The price updates in the ERP system are automatically sent to the digital displays and shown there. The anti-glare displays are fully graphics-compatible, and communicate in the same frequency band as Wi-Fi (2.4 GHz). Integrated protection mechanisms allow problem-free coexistence and frequency sharing between Wi-Fi and ESL. Unlike standard wireless LAN applications, the focus of this technology is on extremely low power consumption. The energy-efficient wireless technology and simple battery replacement ensure that the electronic displays have an extremely long service life.

LANCOM E-series access points (digital signage) support digital displays from the manufacturers VUSION Group and PDI digital via an integrated ESL radio module.

For integration into your processes, the LANCOM LX-7200E access point is prepared for simple out-of-the-box integration into the SES-imagotag VUSION Cloud.

In addition, all LANCOM access points of the LX series with USB port are prepared to work with the ESL systems of the manufacturers SoluM and Hanshow. To do this, simply connect a supported USB gateway from the respective manufacturer to the USB port of the access point.

The advantages in a nutshell

Central price management in a matter of seconds

LANCOM radio infrastructures integrate the price labeling on electronic displays with the central ERP system.

Increased profitability

Dynamic price models such as best-price warranty or other sales offerings for perishable goods can be provided.

Maximized comfort

Thanks to the wireless update of Electronic Shelf Labels error-prone paper labels belong to the past.

Lowest operation and installation costs

With the new access points of the E series you need just one radio infrastructure, assembly, and setup for the integration of Wi-Fi and electronic pricing.

