

EuroCIS 2013: LANCOM Systems presents innovative networks for the retail industry

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Aachen, December 17, 2013—Under the motto "the future of retail technology starts now", LANCOM Systems is exhibiting at the EuroCIS 2014 trade fair in Düsseldorf, Germany. The leading German network technology manufacturer for business customers presents their innovative network infrastructure for current and future applications in the retail sector and in chain stores. From February 16 to 20 in Hall 6, booth D70, the network experts are exhibiting their solutions for highly secure in-store networking and site connectivity via VPN, as well as new and innovative wireless LAN applications. This solutions use smartphones to put end customers at the center of the customer relationships. Like no other exhibitor, LANCOM stands for network security "Made in Germany": Since May 2013, the site-connectivity components are certified by the BSI (German Federal Office for Information Security) and are rated as highly secure.

"The entire retail sector is in a state of flux," says Christian Schallenberg, member of the Management Board at LANCOM Systems. "Networking and various new electronic online processes play a central role. As a partner of many large international retail companies, we at LANCOM Systems are leading the way in network infrastructure solutions for new applications and technologies such as indoor navigation, digital signage, electronic price



tagging, and smartphone shopping apps."

Holistic solutions and secure operations

"Total solution management" is the motto behind the LANCOM Systems integrated operating solutions for the chain-store networks of the future. They provide the basis for electronic in-store applications and for integrating consumer smartphones into networks. At the heart of the solutions are highly secure, highly integrated VPN routers that offer value added features such as high availability via LTE/4G, integrated WLAN controllers, and hotspot gateway functions. Networks can be further expanded with LAN switches featuring energy management, access protection and network separation, and which are the basis for extending networks to include WLAN capabilities.

The future is with wireless LAN

Wireless LAN is an essential part of many concepts for the "chain-store of the future". LANCOM Systems helps chain stores to establish wide-coverage WLAN infrastructures, be it for their own applications or to securely integrate end customers. WLAN enables the implementation of in-store applications such as wireless barcode scanners, mobile POS systems and WLAN-based electronic displays. Chain stores can also provide their customers with online access. This allows them to offer a variety of new applications on customer smartphones, such as electronic shopping lists, customer loyalty programs, and personalized services.

Customers can also benefit from WLAN hotspot access, which remains securely separated from your business infrastructure. Thanks to the "Hotspot 2.0 technology", customer smartphones can be integrated into retailers' information and business processes.

LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of reliable, innovative network solutions for business customers. LANCOM's two business units, VPN Network Connectivity and Wireless LAN, offer professional users secure, flexible infrastructure solutions for local-area and multi-site networks. The entire core product range is developed



and manufactured in Germany. In addition, LANCOM also provides VPN solutions certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP) against cyber attacks. LANCOM Systems has its headquarters in Würselen near Aachen, Germany, and other offices are located throughout Europe. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and increasingly worldwide.

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