![LANCOM SYSTEMS]

EuroCIS 2016: LANCOM Systems exhibits network solutions as the basis for successful digitalization in retail

12/14/2015

Guest Wi-Fi access, ESL, LBS, and cloud management in focus

PRESS RELEASE 2015-458

[Download PDF](#)

Guest Wi-Fi access, ESL, LBS, and cloud management in focus

EuroCIS 2016: LANCOM Systems exhibits network solutions as the basis for successful digitalization in retail

Aachen, December 14, 2015—LANCOM Systems is attending the EuroCIS 2016 to exhibit their innovative infrastructure solutions, which are the basis for retailers to successfully digitalize their business processes. Exhibiting in hall 10 booth C09, the leading German manufacturer of networking solutions for business customers focuses on modern radio-based applications such as electronic shelf labeling (ESL), wireless LAN for guest access, store connectivity and cloud-based network management. Further, LANCOM introduces the worldwide first Gigabit WLAN access point with integrated ESL and iBeacon functionality which, thanks to its designer housing, is ideal for shops, malls and markets.

Brick-and-mortar retailers are facing up to the modern demands and expectations of their customers. To survive against the online competition, physical retailers need to forge a stronger link between their shop-floor business and their electronic processes and digital technologies. LANCOM Systems takes the stage at the EuroCIS to present their solutions in VPN network connectivity and wireless LAN solutions for brick-and-mortar retail.

Innovation on show: Designer access point for Wi-Fi hotspots, ESL, iBeacon & co.

Presented at EuroCIS, the LANCOM LN-830E adds to the successful LANCOM E-series, and represents a true worldwide first: The access point combines Gigabit Wi-Fi with the ESL and iBeacon technologies.

This powerful 802.11ac access point offers high-speed Wi-Fi in the 2.4- and 5-GHz bands for conventional 11n as well as for modern 11ac-enabled smartphones and other mobile devices. With direct control over the electronic shelf labels, flexible pricing models can be implemented directly from within the merchandise management system. An optional hotspot feature enables shops and malls to provide their customers secure high-speed Internet guest access.

Also supported by the LANCOM E-series are location-based services, one of the major future trends in retail. Target marketing and customer flow analyses help retailers to increase their sales, while customers quickly find the latest offers and benefit from additional services such as indoor navigation.

Thanks to its modern housing design with invisible integrated antennas, the LN-830E fits discreetly into the most modernly designed stores and enhances the shopping experience.

Network management: The future is in the cloud

Modern networks in retail have to implement a wide variety of applications and are often highly complex. Many IT managers see the optimization of network management as an essential building block for a successful digital future.

At the EuroCIS, LANCOM offers first insights into its new cloud-based management solution, which in future offers retailers an easy and extremely cost-effective way to configure, manage and expand their networks.

LANCOM
SYSTEMS

Note: The management board and spokespersons from LANCOM Systems will be happy to receive you for individual press interviews on the LANCOM booth (Hall 10, C09). For an appointment, please contact:

Kristian Delfs

International PR Manager

e-mail: kristian.delfs@lancom.de

phone: +49 (0)89 6656 – 178-69

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. The enterprise is a partner in the Alliance for Cyber Security initiated by the BSI.

Your editorial staff contact:

Kristian Delfs

LANCOM Systems GmbH

Phone: +49 (0)89 665 61 78 - 69

Fax: +49 (0)89 665 61 78 - 97

presse@lancom.de

LANCOM
SYSTEMS

www.lancom.eu