

# Worldwide first: LANCOM Systems combine wireless LAN and guest Internet access with digital signage solutions

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Aachen, November 24, 2014—WiFi Internet access for visitors to hotels, restaurants and conference centers is here to stay. As the world's first vendor, German network technology manufacturer LANCOM Systems now supplies WLAN hotspots and a new digital signage solution—the Wireless ePaper Displays—which operate on a shared network infrastructure. Signage for conference and meeting rooms, and even for table reservations, is remotely controlled via the wireless infrastructure. The new wireless access points of the E-series also support internal wireless networks, such as those used for order-taking in the gastronomy industry.

LANCOM is the first manufacturer of network infrastructure solutions to integrate radio-controlled ePaper Displays into a wireless LAN solution. With their new E-series wireless access points, LANCOM offers the world's first all-round solution for a multitude of modern wireless applications in the hospitality industry and at trade-fair and conference centers:



These applications include wireless LAN for internal applications, high-performance WLAN hotspot solutions, and also digital signage for rooms and signposts on Wireless ePaper Displays. With this combination of different wireless systems, the benefits for hotels and restaurants include minimal installation and operating costs, plus the groundwork is established for efficient future applications and excellent services.

The Wireless ePaper Displays need no external power supply, and the wireless technology behind them is designed to consume extremely low levels of power. Electricity is only required when the image content is changed. As a result, the displays can also be operated at locations without static power supply and support mobile applications. They have a battery lifetime of several years. The Displays are capable of showing graphics, they are flicker-free and easy to view from any angle. The content is always visible, be it under artificial lighting or even in direct sunlight.

#### Easily updated from your calendar system

The Wireless ePaper Displays are serviced by popular calendar systems, including Outlook/Exchange, Notes/Domino or the universal iCalendar format. Current meetings and events are synchronized automatically and presented on the Display. If required, a user-friendly software package is available for fully customized signage, providing freely programmable interfaces for the adaptation and connection to systems operated in the hospitality industry.

#### Attractive for congress centers: Location-based services

In addition to wireless LAN and the Wireless ePaper Display technology, the new LANCOM E-series also supports iBeacons. This technology is of particular interest to large event venues and trade fairs as it provides the basis for innovative location-based services for visitors. For example, they can receive information about events via push messages to an app on their smartphones.

Jan Buis, Director Business Development at LANCOM Systems, explains: "Digital signage offers enormous potential for the hospitality industry in particular. Just think about modern information displays, intelligent room signage or direction signs. Not only will gastronomers make a highly professional and modern impression; they can offer their guests attractive services as well. Digital signage projects often fail due to the high costs or technical

limitations. The radio-controlled, battery-powered Wireless ePaper Displays from LANCOM are controlled via additional radio modules integrated into the WLAN access points. The result is a single, unified infrastructure for standard WLAN applications, hotspots for guests, and innovative room signage. By integrating all of the required radio technologies into a single device, the Wireless ePaper Displays are capable of operating over a period of 5-7 years."

The E-series access points, LANCOM Wireless ePaper Displays, and the software solutions are available now from specialist resellers.

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 headquarters is 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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