EuroCIS: LANCOM Systems presents solutions for modern site connectivity in retail

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At this year's EuroCIS exhibition (Düsseldorf, February 18 - 20), German network-infrastructure and security supplier LANCOM Systems focuses on "Smart Retail" and "Wi-Fi 7 Designed for Retail". At booth F69 in hall 10 the spotlight is on smart, agile and secure networking of branch organizations and stores as well as the highly automated control of network infrastructures. The top exhibit is a brand-new Wi-Fi 7 access point from the LANCOM LX-7200 series, which will be presented for the first time at EuroCIS and delivers the necessary gigabit power for innovative retail applications.

The **Wi-Fi 7 access point LANCOM LX-7200E** was developed specifically for the requirements of modern retail. It enables high-performance and stable wireless networks that seamlessly integrate applications such as mobile payment, fail-safe cash-register connectivity, self-checkout solutions, networked advertising displays, or customer apps. By supporting all three Wi-Fi frequency ranges, including the exclusive 6-GHz band, it offers interference-free wireless operation, maximum performance, and long-term investment security. This makes it the ideal solution for branch networks, pop-up stores, and omni-channel strategies.

Electronic price labeling

The **LANCOM LX-7200E** also offers compatibility with the **three manufacturers of electronic shelf labels** (ESL), Vusion, Solum, and Hanshow as well as **triple technology support** with integrated ESL and BLE radio modules and the ability to connect external USB radio modules. The two integrated wireless solutions do not conflict with the Wi-Fi, which maximizes the battery life of the ESLs. The LANCOM LX-7200E offers maximum investment protection by offering future upgrades to BLE-based ESL without further investment in the network infrastructure.

Complete LAN infrastructures for retail

Essential for a high-performance in-store Wi-Fi is a modern underlying LAN as its foundation. Another focus of LANCOM Systems' trade fair appearance is therefore on the latest solutions for three-tier (Core – Aggregation – Access) switch architectures for extremely highly available and fail-safe networks. Complete LAN infrastructures can be implemented with LANCOM, be it for stores, a central warehouse, or the corporate headquarters.

Store connectivity

Secure and efficient store connectivity is essential in retail. VPN solutions from LANCOM Systems reliably connect branches and stores, warehouses, and the headquarters via encrypted data tunnels. This ensures that sensitive information such as sales figures and customer data remain fully protected, while employees can securely access central systems. These scalable solutions offer flexible adaptation, they grow with your requirements, and they offer maximum reliability through backup options such as cellular networking.

Network security

In retail, secure networks are essential to protect data and ensure smooth operations. Measures such as Unified Threat Management (UTM), network segmentation, and modern encryption standards protect stores and the headquarters against cyberattacks. Access controls and Zero-Trust Network Access (ZTNA) offer precise control over user rights and they minimize security risks. LANCOM Systems offers customized security solutions that are specifically tailored to the needs of the retail sector—for reliable protection of all data and processes.

Intelligent network management

Like all LANCOM components, the **Wi-Fi 7 access points** as well as the new **core, aggregation and access switches** can be managed holistically, efficiently, and centrally via a unified cloud-based management system.

Intelligent automation solutions such as **LANCOM Active Radio Control 2.0** deliver the best Wi-Fi at the touch of a button for maximum operational reliability and minimal operating costs. **LANCOM Active Power Control** intelligently minimizes energy consumption without compromising performance and, for the first time, provides detailed insight into the overall consumption of a network.

For further information about the trade fair appearance see the LANCOM website:https://www.lancom-systems.com/events/eurocis

Pictures of the LANCOM LX-7200E are available for download here.

About LANCOM Systems:

LANCOM Systems GmbH is a leading European manufacturer of network and security solutions for business and the public sector. The portfolio includes hardware (WAN, LAN, WLAN, firewalls), virtual network components, cloud-based software-defined networking (SDN), and solutions for remote and mobile access.

Software and hardware development as well as manufacturing take place mainly in Germany, as does the hosting of the network management. There is a strong focus on trustworthiness and security. The company is committed to products that are free from backdoors and is a holder of the trust mark "IT Security Made in Germany" as initiated by the German Ministry of Economics.

LANCOM was founded in 2002 and has its headquarters in Würselen near Aachen, Germany. Customers include SMEs, government agencies, institutions, and major corporations from all over the world. The company is a wholly owned subsidiary of the Munich-based technology group Rohde & Schwarz.

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