

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. As a world's first, LANCOM enables the update of radio-controlled displays and provides professional Wi-Fi coverage, e.g. for customer hotspots, at the same time.

The LANCOM LN-830E Wireless and L-151E Wireless feature 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. A real world's first that saves your money, because no separate network components for different wireless applications are needed.

The price updates can be transmitted automatically from the ERP system to the display. These are daylight-readable, fully graphics-compatible, and communicate in the same frequency band as Wi-Fi (2.4 GHz). Unlike standard wireless LAN applications, the focus of this technology is on extremely low power consumption. Because of this, the energy-efficient wireless technology provides a battery life of several years.

LANCOM provides an own label series for room signage applications. In the retail sector, labels of the G1 family as well as the respective ESL server by the manufacturer imagotag are supported.



THE ADVANTAGES IN A NUTSHELL

Central price management in a matter of seconds

LANCOM radio infrastructures integrate the price labeling one 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, wiring, and setup for the integration of Wi-Fi and electronic pricing.

Partnership: **imagotag**