

Digitized, Connected Information: Added Value through ESL-based Digital Signage Solutions

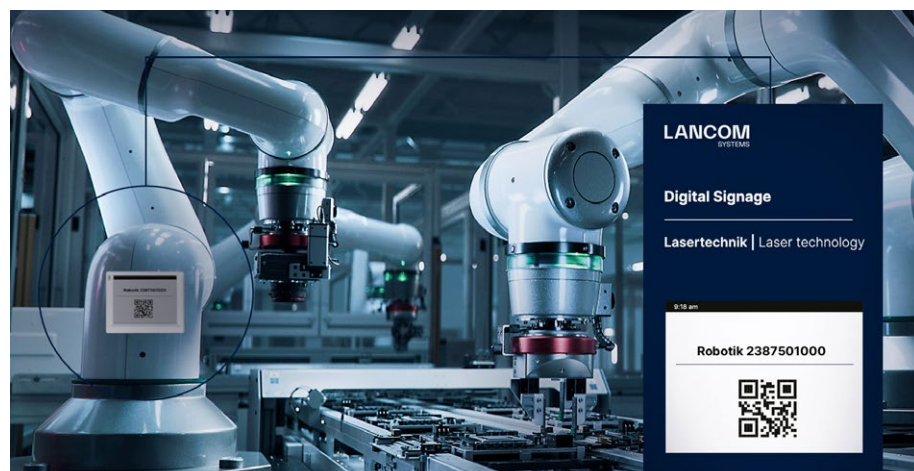
For many industries, the use of electronic displays – particularly Electronic Shelf Labels (ESL) – is a powerful lever to shine in customer interactions or to optimize processes in warehouses, retail, and production with minimal effort.

These electronic labels are resource-efficient on several levels: Thanks to their long battery life, they incur no additional energy costs. They replace paper, relieve employees from manual updates and long walking distances, and reduce operating costs by saving both working time and physical resources. This way, you not only digitize your processes but also increase performance and profitability.

LANCOM Access Point with an ESL radio module, enable fast integration of digital labels into any wireless infrastructure. Our solutions are compatible with 95 % of ESL displays available on the market – and we are happy to advise you on which manufacturer best meets your requirements.

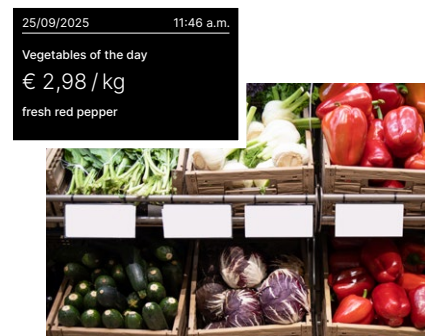
Streamlining processes in the industry

- Up-to-date and clear labeling of work and production stations
- Display the status of production steps
- Synchronization with central merchandise management system and warehouse management software
- Provide barcodes and QR codes that are easy to read



Electronic price tags

- Central price changes simultaneously in all stores at the same time
- Display promotional deals quickly and uniformly
- Provide barcodes and QR codes that are easy to read
- Clearly displayed product information
- Synchronization with central merchandise management system



Radio-controlled shelf labeling

- Ideal in warehouse and production
- Important logistical information such as product family and quantity of goods make them available at all times
- Provide barcodes and QR codes that are easy to read
- Stable roaming, even in warehouses
- Optimized material flow and quality assurance



Would you like to find out more about the LANCOM digital signage solution or do you have any questions?

We look forward to getting to know you and your project.

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LANCOM Systems is a leading European manufacturer of network and security solutions (WAN, LAN, Wi-Fi & firewalls) for business and the public sector with a special focus on digital sovereignty, security, and future viability. The development of the software and hardware as well as the manufacturing are predominantly based in Germany under the highest standards of quality and security, so guaranteeing 100% freedom from backdoors for all LANCOM products. With servers hosted in Germany, the LANCOM Management Cloud also stands for European law and the highest level of data sovereignty. The LANCOM portfolio includes all required virtual and hardware network components, network management tools, accessories, software upgrades, and in-house technical manufacturer support for small to large-scale site connectivity via software-defined networking (SDN).



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