**LANCOM** SYSTEMS

# EuroCIS: LANCOM Systems exhibits agile branch networking for retailers

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**Trade fair presentation focuses on SD-Branch and IoT**

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Aachen, January 22, 2019— This year's EuroCIS presentation by network infrastructure supplier LANCOM Systems is all about "SD-Branch". At booth A10 in hall 10 the focus is on agile, holistic networking of branch organizations and shops as well as the highly automated control of network infrastructures. The number one exhibit is the LANCOM Management Cloud. This is an intelligent control center that uses software-defined networking (SDN) to support the entire network consisting of WAN, LAN, WLAN and cloud-based firewalls. Along with new access points, Super Vectoring-capable routers and a series of firewalls, LANCOM is exhibiting a range of versatile "retail IoT" solutions for digital price labeling.

Conventional network technologies are increasingly being replaced by software-defined networking (SDN). This makes networks just as versatile and dynamic as the rest of the virtual infrastructure. SDN helps brick-and-mortar retailers to respond to the increasing pressure from their competitors: Retail chains are able to offer new digital services much faster, more flexibly and cost-effectively, and they can change their store networks and establish new locations on an ad-hoc basis.

With "SD-Branch", LANCOM addresses the specific requirements in brick-and-mortar retail by offering an integrated solution that unites all aspects of a networking infrastructure into a single platform; SD-WAN, SD-LAN, SD-WLAN and SD-Security - from the local network (LAN, WLAN) and wide area networks (WAN) to the protection by cloud-based firewalls.

## Retail IoT - with ESLs for the Internet of Things in retail

Tailor-made IoT solutions for retail chains are also in focus at the LANCOM booth. Wireless ePaper represents the state-of-the-art digital signage solution that streamlines processes in supermarkets such as electronic price labeling. Many retailers already rely on the advantages of electronic shelf labels (ESLs).

LANCOM is presenting a strongly expanded "Retail IoT" portfolio at EuroCIS: In addition to the specialized access points with integrated ePaper radio modules, devices of the new U-series can for the first time control ESLs via external USB sticks. Other features include positioning based on Bluetooth and Wi-Fi for location-based services and customer frequency analysis.

## New: Access points and Super Vectoring routers

In order to use the new Super Vectoring technology, you need the right router connected to the appropriate line. The LANCOM 1790 series meets this requirement and makes maximum use of the additional bandwidth.

With modern wireless infrastructures in place, the retail industry is ready for future¬ trends. Not only does the new LN-830U access point offer fast 11ac wireless LAN (Wi-Fi 5), it is also

IoT ready. Its integrated USB port integrates compatible IoT radio modules into existing Wi-Fi infrastructures.

New: Firewalls for secure store connectivity

The new LANCOM R&S® Unified Firewalls extend LANCOM networks with a central feature: Cybersecurity. These user-friendly holistic solutions use state-of-the-art security¬ technologies and Unified Threat Management (UTM) for maximum security.

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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, A10). For an appointment, please contact the agency vibrio (e-mail: lancom@vibrio.de or by phone under: +49 (0)89 32151 - 869) at any time.

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LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of networking solutions for business customers and the public sector. LANCOM offers professional users secure, reliable and future-proof infrastructure solutions for local-area and multi-site networks (WAN, LAN, WLAN), as well as centralized network management based on software-defined networking technologies (SD-WAN, SD-LAN, SD-WLAN). The LANCOM routers, gateways and WLAN solutions are developed and manufactured in Germany, and a selection of the VPN portfolio is certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP). LANCOM Systems has its headquarters in Würselen near Aachen, Germany. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and, increasingly, worldwide.

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Your editorial staff contact:

Eckhart Traber

LANCOM Systems GmbH

Phone: +49 (0)89 665 61 78 - 67

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

presse@lancom.de

www.lancom.eu


Sabine Haimerl

vibrio Kommunikationsmanagement Dr. Kausch GmbH

Phone: +49 (0)89 32151 - 869

Fax: +49 (0)89 32151 - 70

lancom@vibrio.de

www.vibrio.eu