



EuroShop 2026: LANCOM Systems makes retail infrastructures Wi-Fi 7-ready, secure and digitally sovereign

01/21/2026

Aachen, January 21, 2026—At this year's EuroShop exhibition (Düsseldorf, February 22 - 26), Rohde & Schwarz subsidiary LANCOM Systems will present its superior networking technology engineered in Germany for secure, high-performance, and cloud-based IT infrastructures in retail. In hall 6, booth F50, visitors can see for themselves how LANCOM Systems combines connectivity, security, and cloud management into a holistic retail experience. A key highlight is the newly available Wi-Fi 7 access point, LANCOM LX-7200E, for modern WLAN scenarios. Advanced cloud-based network management is provided by the LANCOM Management Cloud, which centrally, automatically, and securely manages and controls entire branch networks.

At EuroShop 2026, LANCOM Systems will be showcasing its latest access point for modern Wi-Fi infrastructures. The LANCOM LX-7200E stands out for its high performance and security, paving the way for a digitally sovereign future in retail. It delivers the power, performance, and stability of Wi-Fi 7 to retail networks and is therefore ideally suited for modern retail scenarios such as mobile payment, self-checkout, and customer apps. Thanks to tri-band support, including the 6 GHz band, retailers benefit from interference-free operation and a high level of investment protection – strong arguments for branch networks and flexible store concepts.

The LANCOM Management Cloud manages and controls entire branch networks centrally and in a highly automated manner. At the same time, it meets the highest security standards, GDPR-compliant and fully hosted in Germany.

Perfect interaction between Wi-Fi 7 and ESL infrastructures

The LANCOM LX-7200E provides the foundation for modern electronic shelf label (ESL) environments and digital signage applications. Its key differentiator is the integrated ESL interface, which enables interference-free and battery-efficient connectivity for digital displays from manufacturers VUSION and PDi Digital. Alternatively, displays from Solum and Hanshow can be operated using external radio modules connected via the USB interface. In addition, the LANCOM LX-7200E features a dedicated BLE module that supports future BLE-controlled displays from VUSION and PDi Digital.

This allows ESL and other display solutions to be operated cost-effectively in stores or warehouses without additional infrastructure, enabling applications such as digital price labeling, shelf signage, or status updates at workstations.



Focus on digital sovereignty and a holistic retail experience

In 2026, the German Retail Federation (HDE) is strongly committed to promoting the industry's European digital sovereignty in order to safeguard the independence and competitiveness of the retail sector. LANCOM Systems was founded in 2002 with the goal of establishing a European alternative in a networking market dominated by US and Asian companies. At EuroShop, LANCOM experts for IT infrastructures in the retail sector will explain how IT networks can become digitally sovereign with LANCOM products, what migration strategies are available, what role the LANCOM IT Security Ecosystem of European partners plays in this, and how built-in security ensures integrated network security for every product and thus the highest security standards in retail infrastructures.

Contact for press talks at the trade fair

For discussions and further information, LANCOM Systems experts will be available throughout the trade fair in hall 6, booth F50. To schedule an appointment, please get in touch using the contact details below.

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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