

# 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 LX-6200E and LX-6500E 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 displays, where there can be shown in black, white or red. The anti-glare displays are 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 long battery life. After up to 5-7 years the batteries can be changed easily.

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 imago-tag are supported.

For integration into your processes, the LANCOM LX-6200E and LX-6500E access points are prepared for simple out-of-the-box integration into the SES-imagotag VUSION Cloud.

In addition, all LANCOM access points of the LX series with USB port are prepared to work with the ESL systems of the manufacturers SoluM and Hanshow. To do this, simply connect a supported USB gateway from the respective manufacturer to the USB port of the access point.

## The advantages in a nutshell

### **Central price management in a matter of seconds**

LANCOM radio infrastructures integrate the price labeling on 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.