

Price labeling for modern retailers

Integration of LANCOM Wireless ePaper Displays into WLAN infrastructures

The electronic price labeling of goods is a huge future trend for retailers. Price changes, article descriptions or even barcodes and QR codes can be individually updated on LANCOM Wireless ePaper Displays via radio at any time. Thanks to this innovative technology, paper labels belong to the past – as of now prices can be updated centrally, automatically, and almost in real-time with the central ERP System.

This combination of professional WLAN coverage with the control over digital ePaper displays leads to a significant reduction in the costs of installation and operation. The LANCOM Wireless ePaper Displays are updated fully automatically from the central ERP system. The displays are also a sound investment because, depending on how often the signs are updated, the energy-efficient wireless technology provides a battery life of 5 – 7 years.

Suitable for use in daylight, the Wireless ePaper Displays are capable of displaying graphics and they communicate in the same frequency band as 2.4-GHz wireless LAN. Unlike standard wireless LAN applications, the focus for ePaper technology is on extremely low power consumption to achieve years of operation without an external power supply. The LANCOM L-322E Wireless and LANCOM L-151E Wireless feature both of these wireless technologies in a single device, so minimizing the potential for cross-talk interference while the WLAN and display controller are operating in parallel.



The advantages in a nutshell

Central price management in a matter of seconds –

LANCOM radio infrastructures integrate the price labeling on LANCOM Wireless ePaper Displays with the central ERP system

Increased profitability – Dynamic price models such as best-price warranty or other sales offerings for spoilable goods.

Full price integrity – Alignment of offline and online prices, ideal for multi-channel sales.

Maximized comfort – Thanks to the wireless update of electronic price labelings, error-prone paper labels belong to the past.

Lowest operation and installation costs – Just one radio infrastructure, wiring, and setup due to the integration of WLAN and LANCOM Wireless ePaper Display infrastructure.

Maximum protection of investment – Optimal LANCOM Wireless ePaper Displays battery lifetime due to an active prevention of interferences / radio field optimization.