LANCOM Systems at EuroCIS 2013

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Fit for the future: Equipping retailers and stores with innovative network infrastructures

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Rohde & Schwarz Networks and Cybersecurity at EuroCIS 2013

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Aachen, January 21, 2013— In keeping with the motto "connecting your business" LANCOM Systems, Germany's largest manufacturer of network components for enterprise network connectivity and wireless LAN, present their innovative network infrastructures and smart retail solutions at this year's EuroCIS in Düsseldorf. From February 19 to 21, visitors to the LANCOM booth (hall 9, stand F65) can discover the different products and solutions for connecting chain stores via VPN, providing in-store IT services over wireless LAN, and the management services that are available for network infrastructures.

Rohde & Schwarz Networks and Cybersecurity is exhibiting for the first time at this leading trade show for innovative solutions in retail technology. Besides their extensive range of products, Rohde & Schwarz Networks and Cybersecurity present their "shop-in-shop" concepts, infrastructure solutions for digital signage, WLAN hotspots for customers, and the connection to electronic cash (EC) clearing houses.

Ralf Koenzen, Managing Director of LANCOM Systems: "The EuroCIS is the leading trade fair for IT and security in retail. We are exhibiting a range of fascinating applications, including those which allow chain stores to offer real added value to their customers. This is

where Rohde & Schwarz Networks and Cybersecurity can provide secure network infrastructure that makes these scenarios a reality and ensures that retailers and chain stores are fit for the future. There is enormous potential in the modernization and expansion of the IT landscape in retail. Not only do we have the products, but also many years of experience in the implementation of solutions of this type."

Extensive portfolio for retail

As a manufacturer of intelligent and innovative network infrastructures, LANCOM Systems' products and solutions are ideal for use in retail, and in particular in chain stores. Multi-service networks for the parallel operation of different applications/users ("shop-in-shop") can be operated, as can secure and versatile public hotspots that offer access to visitors. Clients who are planning in-store marketing campaigns or the distribution of content through digital signage can rely on the high-speed WLAN networks from Rohde & Schwarz Networks and Cybersecurity. Also, the products from Rohde & Schwarz Networks and Cybersecurity support WLAN infrastructures with full coverage for goods picking in warehouses, for WLAN cameras, or for the tracking of shopping carts or forklift trucks. Other possible scenarios include the connection of mobile checkout systems to infrastructures that are fully PCI compliant. Servicing and maintenance are conducted by secure remote access. Redundant technologies like UMTS/3G and LTE/4G ensure the reliability of network infrastructures.

As a German manufacturer, Rohde & Schwarz Networks and Cybersecurity guarantees compliance with all relevant European laws on data protection and privacy policy—an essential pre-condition for the digitalization of retail.

Rohde & Schwarz Networks and Cybersecurity background:

Rohde & Schwarz Networks and Cybersecurity is the leading German manufacturer of reliable, innovative network solutions for the commercial and public sectors. The focus is on solutions for high-security site connectivity (VPN) for branch offices, enterprises and public authorities, and also on the wireless networking (WLAN) of public and corporate applications. Rohde & Schwarz Networks and Cybersecurity GmbH is headquartered in Würselen near Aachen, Germany and has sales offices in Munich, Barcelona and Amsterdam.

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