

ADALTRA

— we make the connection —

PRESENTATION CORPORATE

Ek SELANS
/ ADALTRA

OPENETICS
/ ADALTRA

WHO ARE WE?

EKSELANS (EK) and OPENETICS are two renowned Spanish brands in the sector, with decades of experience and strong expertise in developing telecommunications solutions. Today, they are part of **ADALTRA IBERIA**, the Spanish subsidiary of the French company **ADALTRA**, which integrates R&D, software engineering, electronic design and the manufacturing of professional solutions.

EK specializes in advanced solutions for TV signal reception, processing and distribution, as well as connectivity and active network technologies, among others. **OPENETICS**, on the other hand, focuses its activity on the design and manufacturing of structured cabling, fiber optics, rack cabinets and PDUs, always following the most demanding quality standards.

In 2024, both Spanish brands were integrated into the French group **CAE GROUPE**, which in 2025 began a new era under the name **ADALTRA**. This change is more than just a new name: it symbolizes a renewed ambition, the desire to rethink connectivity solutions —both active and passive— and to open new paths toward a more efficient, responsible and interconnected world.



HEADQUARTERS

Sant Cugat del Vallès,
Barcelona



HEADQUARTERS MADRID

Madrid



LOGISTICS AND PRODUCTION CENTER

Sabadell,
Barcelona

WHO ARE WE?

ADALTRA is now a European leader in integrated cabling and connectivity solutions, with a presence in multiple market verticals: smart buildings, critical infrastructure, industrial, naval and offshore, nuclear, defense, healthcare, energy, and hospitality, among others.

Our **mission** is to connect the physical and digital worlds through innovative and sustainable solutions. Our **vision** is to break new ground, redefining the standards of connectivity, service, and innovation in Europe. And our **ambition** is to become the partner of choice for integrated cabling and connectivity solutions, combining technology, proximity, and sustainability.

ADALTRA's identity is inspired by the slogan "**We make the connection**," which reflects both our ability to connect people and infrastructure and our commitment to building strong, lasting relationships with customers and partners.

EK and OPENETICS, as active members of ADALTRA, are moving toward a future in which connectivity is no longer just infrastructure, but a true driver of transformation.

ADALTRA

— we make the connection —

GLOBAL PRESENCE



With a perfectly structured, **professional-oriented** commercial policy, we distribute our solutions to more than 50 countries. This global vision allows us to draw on the experience provided by different international markets, which is reflected in the varied range of products available to customers, in many cases with products tailored to the needs of each country.

R&D CENTERS



We make significant investments in research, development, and technological innovation. Our engineering teams — who have extensive experience in R&D, industrialization, and the production of technological solutions — develop products that are manufactured to high-quality standards.

THE EK RANGE



01

SMATV / ICT2



02

ICT2: OPTICAL FIBER
AND STRUCTURED
CABLING



03

RECEIVERS,
MODULATORS
AND REPEATERS
REMOTE CONTROL
REMOTE



04

HEADER TRANSMODU-
LATION,
ENCODERS, AND
IP STREAMERS



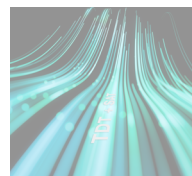
05

HOSPITALITY AND
HEALTHCARE /
IPTV SERVERS /
CHROMECASTING
/ OTT AND OPERA-
TORS



06

CATV / HFC / ICT2
TRANSMISSION -
OPTICAL RECEPTION



07

D DIGITAL TERRES-
TRIAL + SATELLITE
BROADCASTING
OVER FIBER OPTICS



08

GPON,
SOLUTION FOR HOS-
PITALITY,
RESIDENTIAL,
INDUSTRY, AND
SMART CITIES



09

INSTRUMENTATION



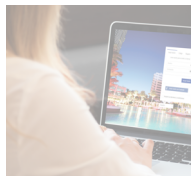
10

EKOAX.
INTERNET VIA
COAXIAL CABLE



11

WIFI, SWITCHES,
4G ROUTERS AND
WIRING
STRUCTURED



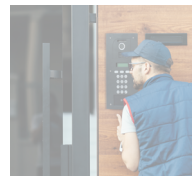
12

HOTSPOT
CAPTIVE PORTAL AND
NETWORK AUDIT



13

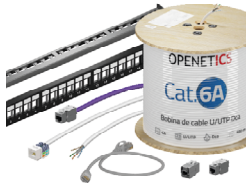
SENSORY, IoT



14

VIDEO DOOR AND
ACCESS CONTROL

THE OPENETICS RANGE



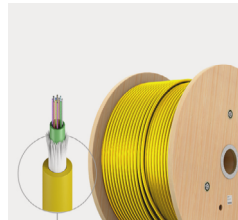
15

**SYSTEMS WIRING
STRUCTURED
COPPER**



16

RACK CABINETS



17

**OPTICAL FIBER
MM/CM**



18

**MEASURING
EQUIPMENT
AND FIBER OPTIC
INSTRUMENTATION**

MYNET

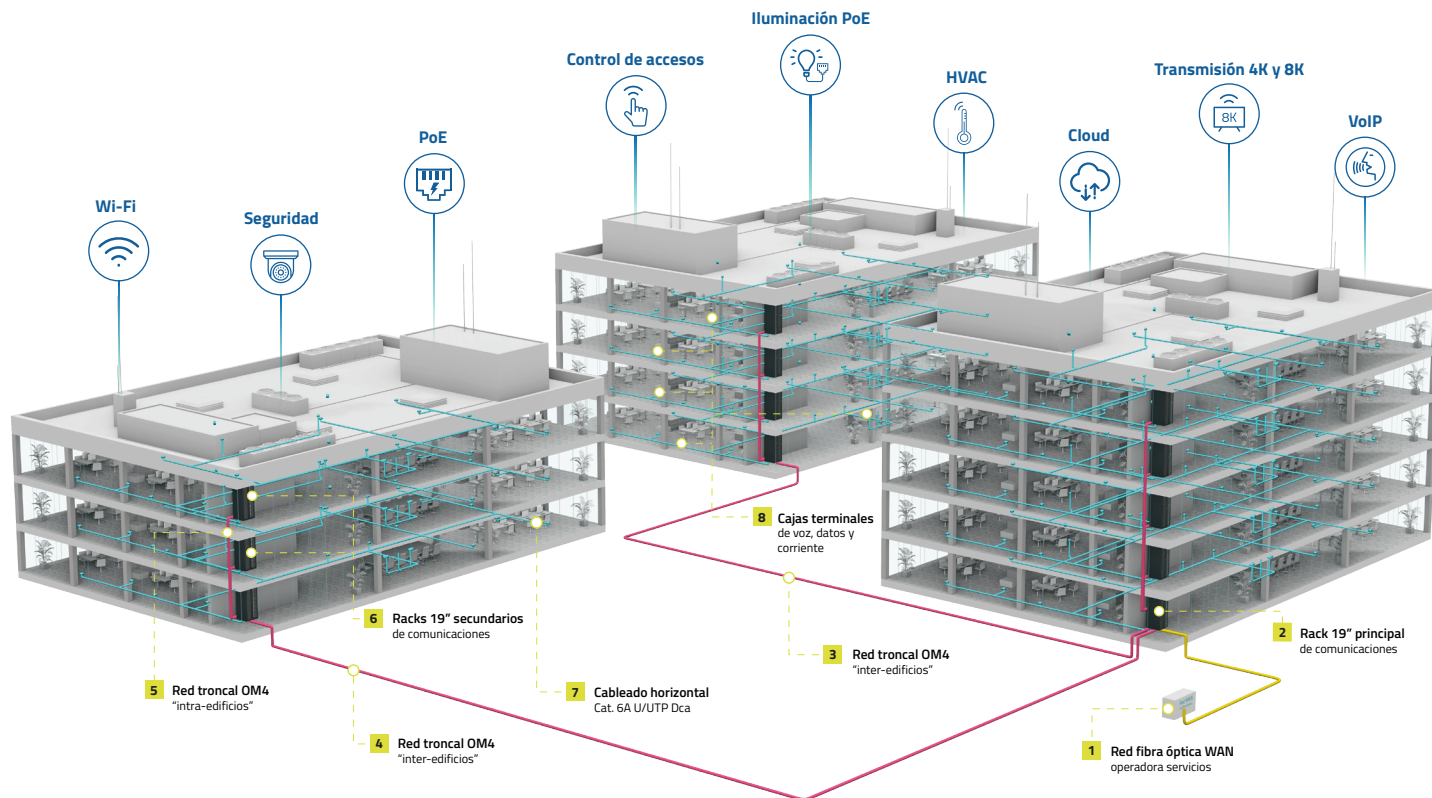
my**NET**
mynet.openetics.com



Designed for
engineering
firms **and**
companies
installation
companies



MYNET



WHY CHOOSE US?



Spanish technology companies with significant investment in R&D



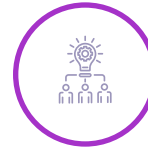
Training plans, both in-person and online



Technical support of the highest standard



Exclusive commercial focus for professionals



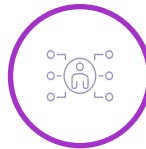
Continuous contribution billing with new technological solutions



Comprehensive solution and real alternative to other market players



Excellent value for money



Highly qualified local commercial support



Influence on the market through engineering



Comprehensive support for accessing and implementing new technology projects

VERTICAL MARKETS



**Hotels and
campsites**



**Universities
and schools**



**Administrations
public**



Data centers



**Corporate
buildings**



Industry 4.0



Wind and solar farms



Shops



**Buildings
corporate**



**Telecommunications
operators**



Smart cities

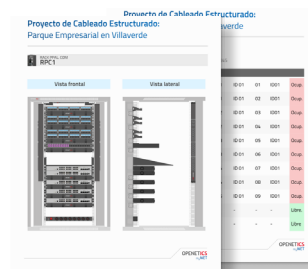
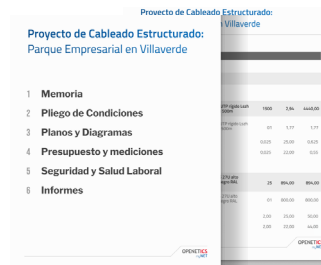


**Social healthcare
sector**

PRESCRIPTION DEPARTMENT



Our customers receive advice from our prescription team, made up of professional network and telecommunications engineers.



PROCESS:



Evaluation of the network requirements.



Definition of the more reliable systems.



Creating lists of materials.



On-site installation support.

GUARANTEE PROGRAM



OPENETICS offers an **extended 25-year warranty** for copper and fiber optic installations carried out with the brand. To obtain this warranty, the installer must be an OPENETICS Integration Partner.



INSTALLERS



- ✓ Exclusive guidance for professionals
- ✓ Company with high capacity for investment in development
- ✓ In-person and online training for installers
- ✓ Pre- and post-sales technical support for professionals. From the technical office, the product managers responsible for the different product families respond with the utmost respect and professional rigor to any queries that may arise from installers.
- ✓ Objective: to innovate and offer professional solutions as dynamically as possible, always paying attention to quality and the ability of our distribution network to generate business.

HOSPITALITY SECTOR



We offer the hotel sector a wide range of technological solutions that enable it to respond to current needs and demands in terms of connectivity and entertainment.

Based on our own developments, we offer a wide range of professional equipment that allows us to create advanced multimedia environments in hotels, either by upgrading existing infrastructure without the need for construction work, or by implementing advanced FTTR (Fiber-To-The-Room) systems over fiber optics.



**SCALABLE WIFI
COVERAGE**



**FAST AND SECURE MOBI-
LE CONNECTIVITY
(BYOD)**



**PROCESSING AND DIS-
TRIBUTION OF CHANNELS
FOR DTT, SATELLITE, AND
IPTV**



**CREATION OF INFORMATI-
VE CHANNELS**



**OTT - STREAMING SERVI-
CES OVER WIFI**



**ACCESS TO MULTIMEDIA
SERVICES WITH MOBILE
DEVICES AND HOSPITA-
LITY TV**



**HOTSPOT, PORTALS OF
WELCOME, DIGITAL MAR-
KETING**



**SECURE INTERNET
ACCESS WITH CLASSIFI-
CATION BY
INFORMATION AND
NETWORK AUDIT**



**SYSTEM
CHROMECASTING**

TRAINING AND CERTIFICATION



We provide ongoing training to distributors, installers, and integrators through technical seminars, online webinars, and video tutorials.

EK WEBINAR ACADEMY and myACADEMY connect telecommunications professionals with EK and Openetics technologies through webinars taught by the company's engineers.

With over 5,000 live views, we make the generated content available to those interested on our YouTube channels.



myACADEMY

TRAINING AND CERTIFICATION

Projects carried out with EK and OPENETICS technology:

We are backed by more than
10,000 installations
worldwide.



**Hospital of Sant Pau
Barcelona**



**Majestic Hotel
Barcelona**



**Volcano Hotel
Lanzarote**



**Onyx Hotel
Punta Cana**



**Now Jade Hotel
Riviera Maya**



**Eibar FC Stadium
First Division Stadium
Eibar FC**



**telephoneCPD
Madrid**



**Sonatrach
Algeria**



**Courts
Canary Islands**



**IKEA stores
Spain**

ADALTRA

— we make the connection —



ek.plus



@ekplus



ekselansbyits



openetics.com



@OPENETICS



ekselansbyits

