

# 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  
MADRID**  
Madrid



**LOGISTICS AND  
PRODUCTION  
CENTER**  
Sabadell,  
Barcelona



**HEADQUARTERS**  
Sant Cugat del Vallès,  
Barcelona

**Ek SELANS**  
/ADALTRA

**OPENETICS**  
/ADALTRA

## WHO ARE WE?

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**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.

The logo for ADALTRA features the word "ADALTRA" in a bold, sans-serif font. The letters are a dark blue color, with a lighter blue gradient used for the 'A', 'D', 'L', and 'T' characters. The 'A' and 'T' have a slight slant to the right.

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we make the connection

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## GLOBAL PRESENCE

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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 RECEP-  
TION



**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

myNET  
[mynet.openetics.com](http://mynet.openetics.com)

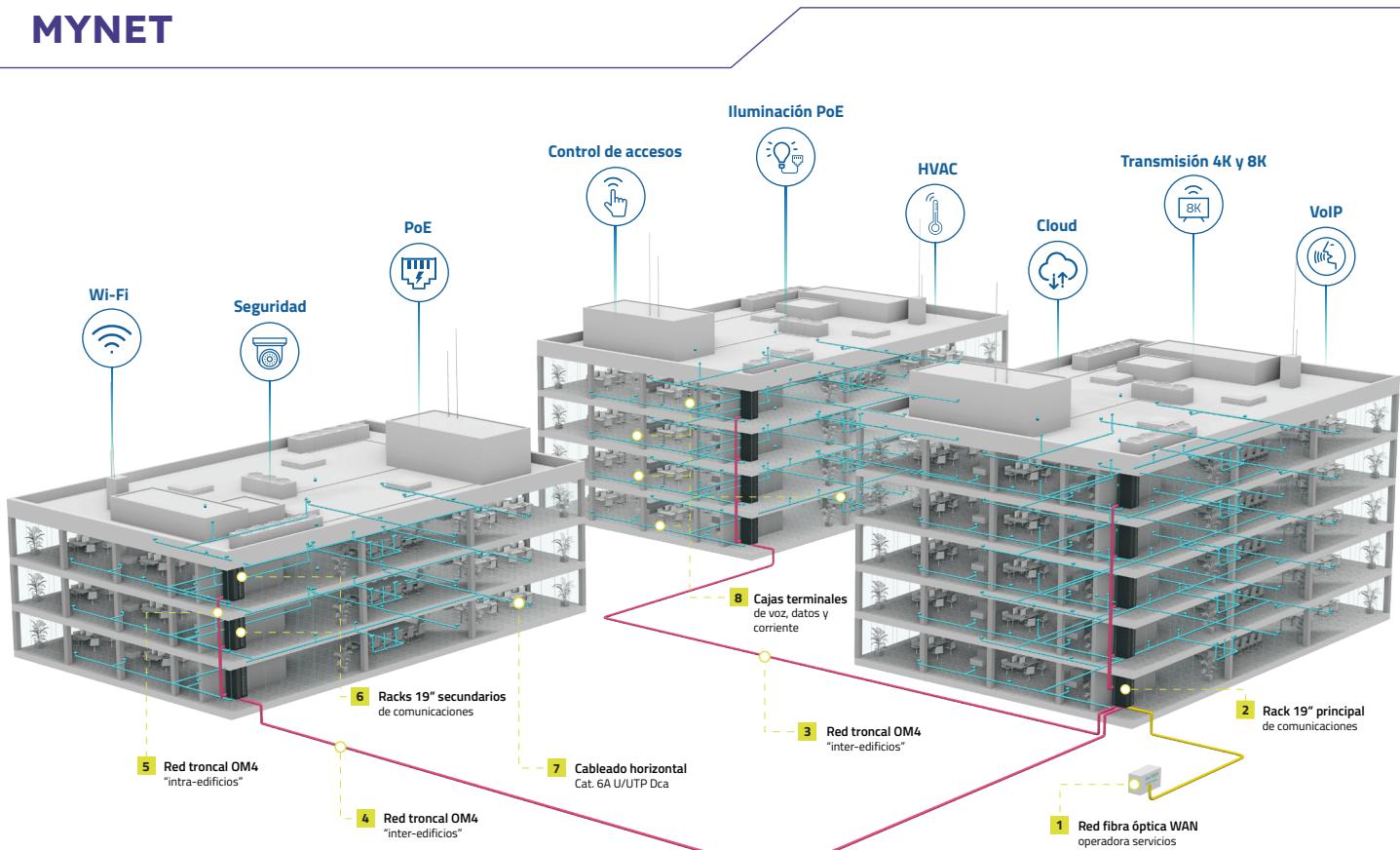


Designed for  
engineering  
firms and  
companies  
installation  
companies

FIE  
BDC

Presto  
mwo

DXF



## 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.

A screenshot of a software interface for a structured cabling project. The top bar shows 'Proyecto de Cableado Estructurado: Parque Empresarial en Villaverde'. The left sidebar has a navigation menu with items: 1. Memoria, 2. Pliego de Condiciones, 3. Planos y Diagramas, 4. Presupuesto y mediciones, 5. Seguridad y Salud Laboral, and 6. Informes. The main area shows a table of materials with columns: CANTIDAD, REFERENCIA, DESCRIPCION, and PRECIO UNITARIO. The table includes rows for cables, connectors, and other components. The bottom right corner has the 'OPNETICS' logo.

A screenshot of a software interface for a structured cabling project. The top bar shows 'Proyecto de Cableado Estructurado: Parque Empresarial en Villaverde'. The left sidebar has a navigation menu with items: 1. Memoria, 2. Pliego de Condiciones, 3. Planos y Diagramas, 4. Presupuesto y mediciones, 5. Seguridad y Salud Laboral, and 6. Informes. The main area shows a rack diagram with two views: 'Vista frontal' and 'Vista lateral'. Below the rack diagram is a table of materials with columns: CANTIDAD, REFERENCIA, DESCRIPCION, and PRECIO UNITARIO. The table includes rows for cables, connectors, and other components. The bottom right corner has the 'OPNETICS' logo.

## 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

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- ✓ 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 SERV-  
ICES OVER WIFI



ACCESS TO MULTIMEDIA  
SERVICES WITH MOBILE  
DEVICES AND HOSPI-  
TALITY 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

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