**Ek** EKSELANS BY ITS

**Ek**CAST

# TAKES ENTERTAINMENT IN THE HOSPITALITY SECTOR TO A WHOLE NEW LEVEL

ENTER THE EK WORLD

# Ek

## ENTER THE EK WORLD
## EXCLUSIVELY FOR PROFESSIONALS

### ABOUT US

Ekselans by ITS (EK) is the registered trademark
of the company ITS Partner, a company founded
in 2011 and dedicated exclusively on the design,
development, production and distribution of professional
telecommunications electronics.

Although a young company its members pool together
over 30 years of experience in the professional sector.
And it is this experience which has enabled the brand to
launch itself onto the market with a wide range
of innovative, competitive products and always with
the clear objective of providing solutions to the
telecommunications professional.

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### R&D

For all this is to be possible EK undertakes a **major investment** in product development, having an in-house engineering team with ample experience in R&D, industrialisation and production of technological solutions.

### TECHNICAL SUPPORT

Ekselans by ITS offers an **excellent pre and post sale technical support** to the professional. From the technical office, the responsible product managers of the different product ranges address with the utmost respect and professional rigour any queries which the installers may have.

### EK IN THE WORLD

Having a well-structured commercial policy and which is **geared towards professional** distribution, EK distributes its solutions in over 25 countries.
This enables us to draw upon the experience provided by the different international markets, which is reflected in the varied offer that is made available to customers, in certain cases with products tailored to the needs of each country.

# EKSELANS BY ITS: QUALITY, COMPETITIVENESS AND DYNAMISM FOR A TECHNOLOGICAL SECTOR ALWAYS IN CONTINUOUS EVOLUTION

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# EKCAST TAKES ENTERTAINMENT IN THE HOSPITALITY SECTOR TO A WHOLE NEW LEVEL

- **EkCAST** improves the guests' multimedia experience in their hotel rooms, allowing them to enjoy both their own multimedia content and their streaming providers on the TV screen.

- Users will feel at home as they enjoy watching the **main streaming platforms** on the television, both on video (YouTube®, Netflix®, HBO®, PrimeVideo®, Disney®+, Rakuten®…) and in audio (Spotify®, Google Play Music®, Vevo®, TuneIn®…)[1]

- And all of this is **confidential and secure** for the user thanks to the management tools on the EkCast server, which were completely developed by the EK's R+D.

- EkCast can be implemented in any hotel, regardless of the number of rooms. All that is necessary is an available WiFi network and any type of television in the rooms.

**EKCAST CAN BE IMPLEMENTED IN ANY HOTEL, REGARDLESS OF THE NUMBER OF ROOMS**

- The EkCast system requires a one-time only payment from the hotel. There are **no recurring fees or annual royalty payments**. EkCast is an excellent investment in CAPEX, which means an improvement in the services offered and in customer satisfaction. EkCast provides all of this without any increase in the operating costs.

EkCAST

# EKCAST. FIRST-CLASS ENTERTAINMENT AND IN-ROOM INTERACTION

The **EkCAST** solution brings the home experience to the hotel. Whether it is with Android devices or iOS, you can enjoy this guest experience by following these three simple steps:

1. **Step 1** Connect to the hotel WiFi.
2. **Step 2** Turn on the television and scan the QR code which appears on the screen or type the URL into the browser of the device, followed by the code which will appear on the welcome screen.
3. **Step 3** Accept the terms and conditions and let the entertainment begin!

1

Following the previous steps, the guest´s device will pair securely with their own television, with all their personal data protected and managed by EkCast.

EkCast doesn't block the user terminal, which is how the guest can use their mobile device to send content to the television and also use it simultaneously with no limits.

The link between the user's mobile device and the television will be in effect until the user decides to disconnect or when they check out of the room and the EkCast server automatically disconnects [2].
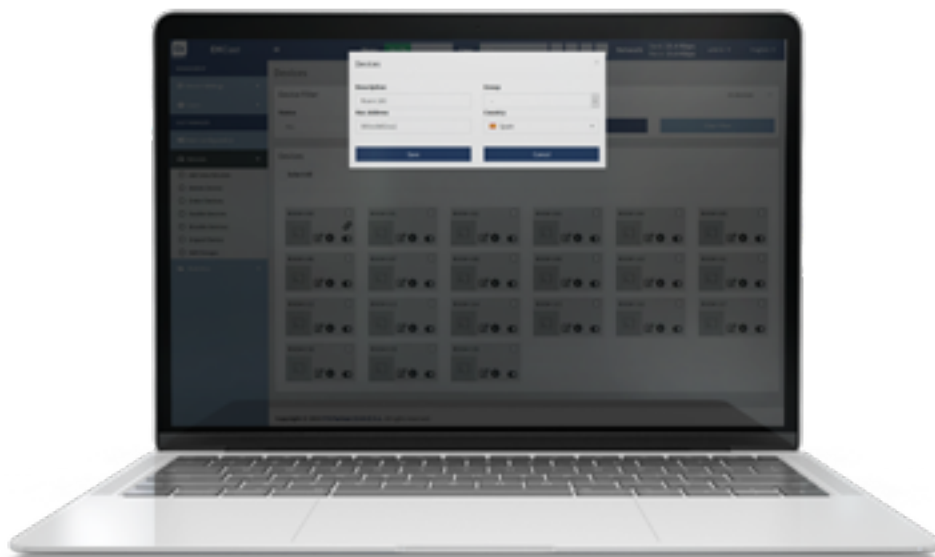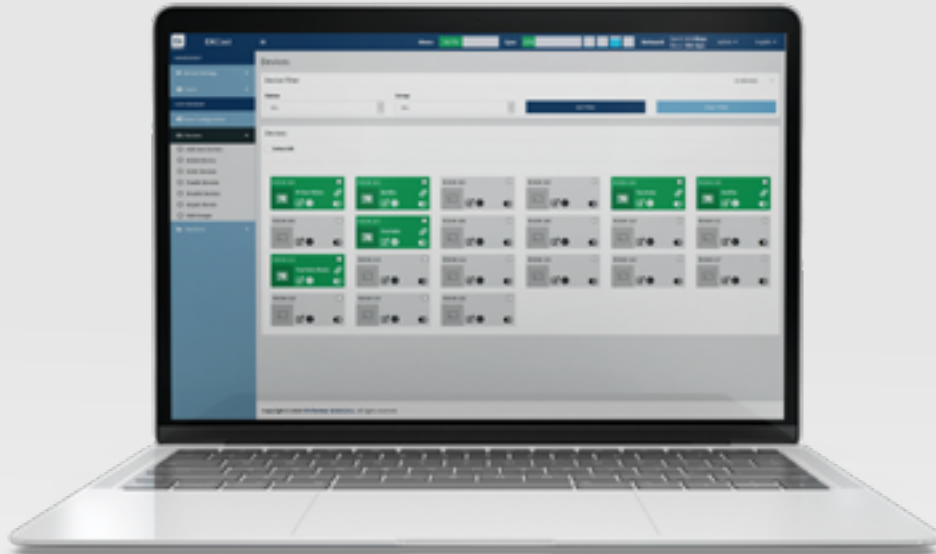
**2**



**3**

# EKCAST: A SIMPLE INSTALLATION THAT EK SIMPLIFIES EVEN MORE

Implementing EK's ChromeCasting system is very simple. The system is made up of two systems: the EkCast server and the Chromecast™ device.
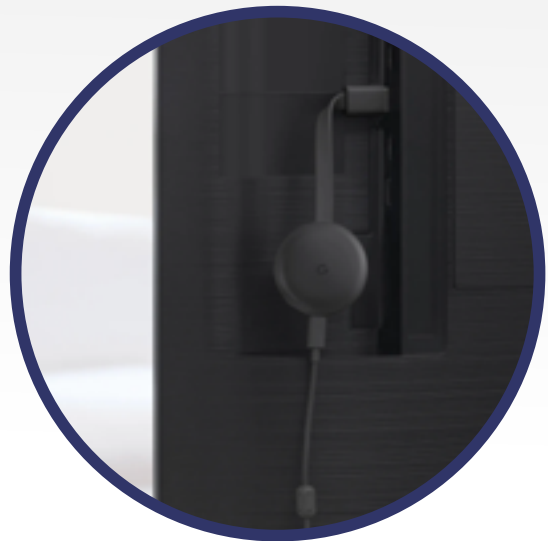
The **EkCast management server** will be connected to the hotel computer network[3] and it will be in charge, among other things, of managing the correct linking of each device to their room television and administer in a confidential and safe way all the users' personal data.

The Google™ Chromecast™ device should be connected to the television in the room. It will not be necessary to have a specific hospitality model or even a SmartTV. Any device with an HDMI port can be used to access the ChromeCasting services.

To simplify interconnection between the server and Chromecast™ devices even more, Ek offers **CCast** system integrators to optimize installation time[3].

# A POWERFUL TOOL AT THE SERVICE OF THE HOTEL

As well as offering a first-class entertainment service to its guests, EkCast offers multiple functions to the hotel's system administrator. Among other functions, **the online management portal** allows:

- Flexible configuration of the client's user interface and the television's display screen, allowing the configuration of logos, colors, background (colors or images), weather information and a series of images with customizable text, creating a **digital signage system**.

- Configuration of a maximum number of users who can connect simultaneously to the same Chromecast™ device.

- Configuration of terms and privacy

- Configuration of domain and use of https.

In relation with Chromecast™ in the rooms, the system provides:

- Automatic detection of new devices in the network or manual addition.

- Status monitoring

- Remote activation and deactivation

- Disconnection of the users from the Chromecast™

- Arrangement of the devices into groups

EkCast offers the hotel management Useful statistical information about the viewing habits of guests through the management tools:

- Real-time information about users who are connected to the devices, the Chromecast™ which is providing content, and the applications which it has connected with.

- Generation of historical reports in pdf format up to the last 7 days in pdf format.

- Exportation of the "raw" data in csv or xls formats for subsequent analysis.

(1) Compatability of streaming application with Google™ Chromecast™, which depends solely and exclusively on the authorizations and agreements of Google™ with the aforementioned users.

(2) The disconnection will be done automatically with the integration of the PMS system in the hotel. Alternatively, it can be manged directly and simply from the EkCast.

(3) It is essential that the system has at least a switch with certain routing functions. Consult the Ek technical team with further questions.

(4)Consult the terms and conditions of the CCast with the EK representatives.

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