

ADALTRA

— we make the connection —

 **EKCAST**

**Takes entertainment
in the hospitality
sector to a whole
new level**

 **Ek SELANS**
/ ADALTRA

ENTER THE EK WORLD EXCLUSIVELY FOR PROFESSIONALS

ABOUT US

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.



HEAD OFFICE
Sant Cugat del Vallès, Barcelona



MADRID HEAD OFFICE
Madrid



CANARIAS SUBSIDIARY
Las Palmas G.C.



LOGISTIC CENTRE
Sabadell, Barcelona



R&D CENTERS
-Madrid
-Zaragoza
-San Sebastián
-Las Palmas G.C.



ASSEMBLING AND PRODUCTION LINES
-Barcelona



ASSEMBLING AND PRODUCTION LINES
Las Palmas G.C.



INTERNATIONAL OFFICES
-Italy
-Portugal
-France

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: QUALITY,
COMPETITIVENESS
AND DYNAMISM FOR A
TECHNOLOGICAL SECTOR
ALWAYS IN CONTINUOUS
EVOLUTION**

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



NETFLIX



prime
video



Rakuten



Google Play
Music



TUNE IN



DAZN

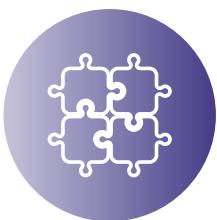
- / **Ek CAST** improves the guests multimedia experience in their hotel rooms, allowing them to enjoy both their own multimedia content and their streaming providers on the TV screen.
- / Users will feel at home as they enjoy watching the main streaming platforms on the television, both on video (YouTube®, 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.
- / The Ek Cast 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 CAN BE IMPLEMENTED IN ANY HOTEL, REGARDLESS OF THE NUMBER OF ROOMS



Google Chromecast

Solution based on Google® Chromecast®



Adaptable to any type of establishment



No need to change the television



Reliable, trustworthy, and secure



User-friendly for guests



NETFLIX Apple TV+

Approved solution for NETFLIX® and APPLETV®+



No recurring payments



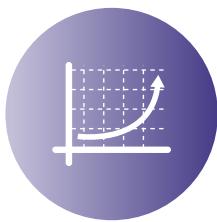
Possibility to configure interface design



Integrated digital signage



Support for promotional marketing



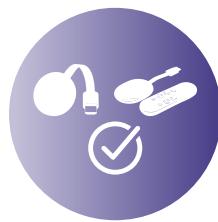
Generation of usage statistics



Option for integration of external URLs



Compatible with hospitality televisions with integrated Google® Chromecast®



Compatible with versions 3 and 4 of Google® Chromecast®



EK CAST . FIRST - CLASS ENTERTAINMENT AND IN - ROOM INTERACTION

The **EkCAST** solution brings the multimedia home experience to the hotel. Whether using Android or iOS devices, to enjoy this experience, guests should follow a few simple steps:

- 1. Step 1.** Connect to the hotel's WiFi network.
- 2. Step 2.** Depending on the content and application desired for playback, the action the user needs to take varies:

1



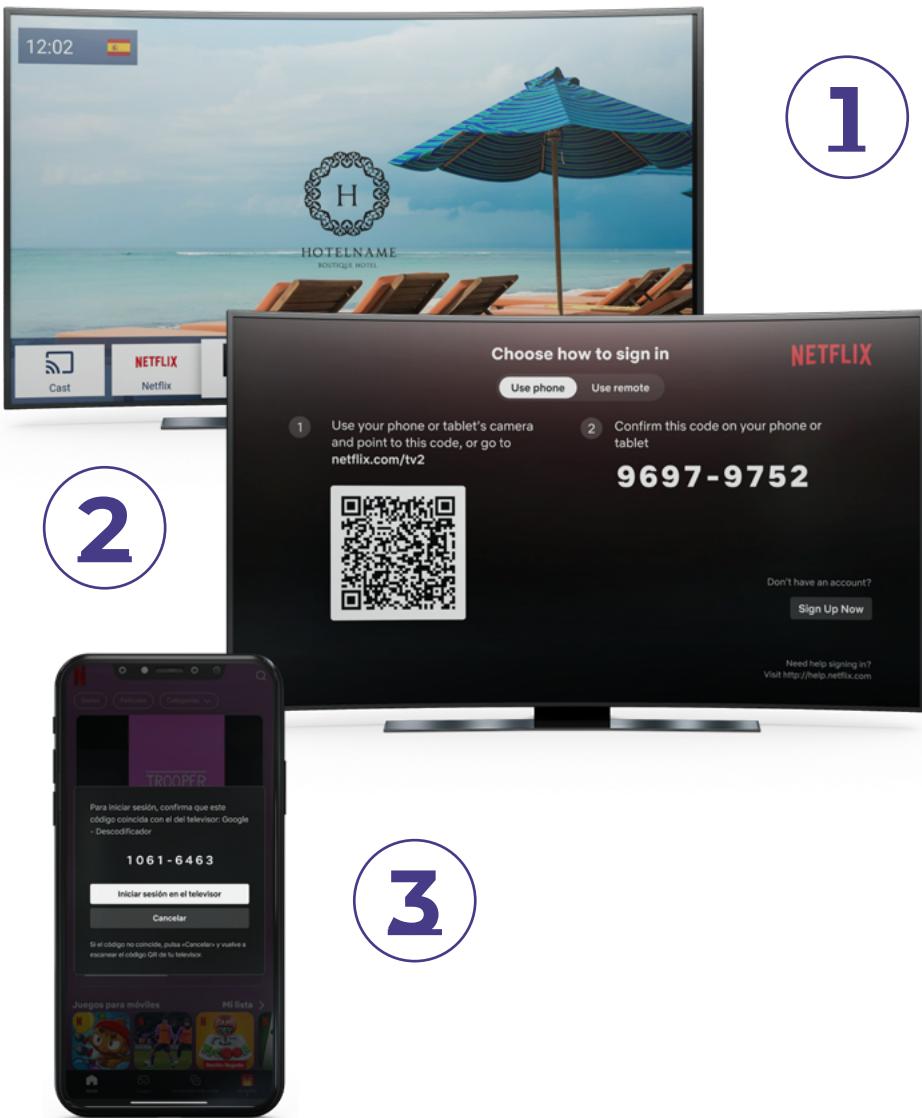
2



THE USE OF NETFLIX®, APPLETV®+, AND OTHER APPLICATIONS.

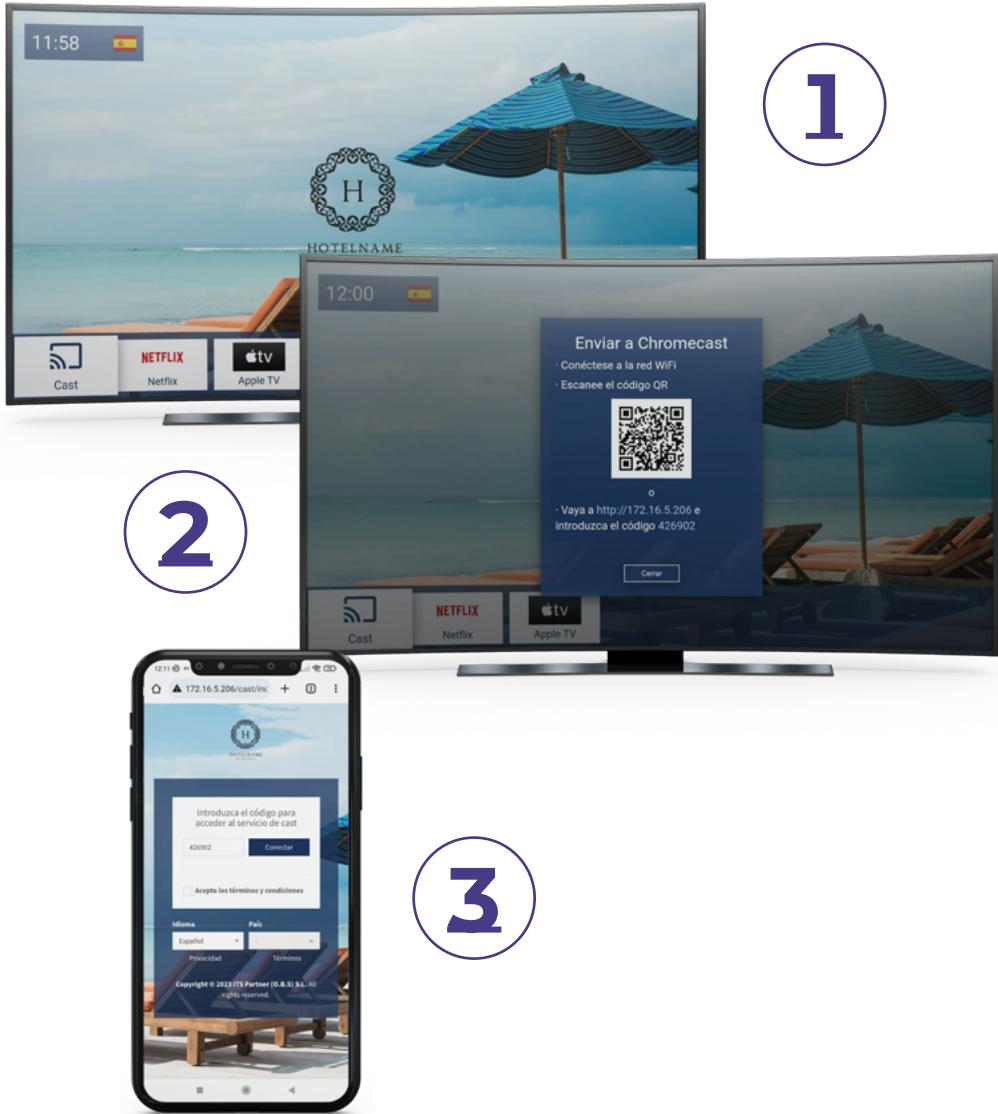
Netflix® and AppleTV®+

1. Select the **Netflix®** or **AppleTV®+** application using the remote control(5) to access either of them.
2. Scan the QR code displayed on the screen.
3. Enter the code displayed on the television into the mobile device to access one of them.



Other applications.

1. Select the CAST button using the remote control.
2. Scan the QR code displayed on the screen.
3. Enter the code shown on the television into the mobile device. Accept the terms and conditions.

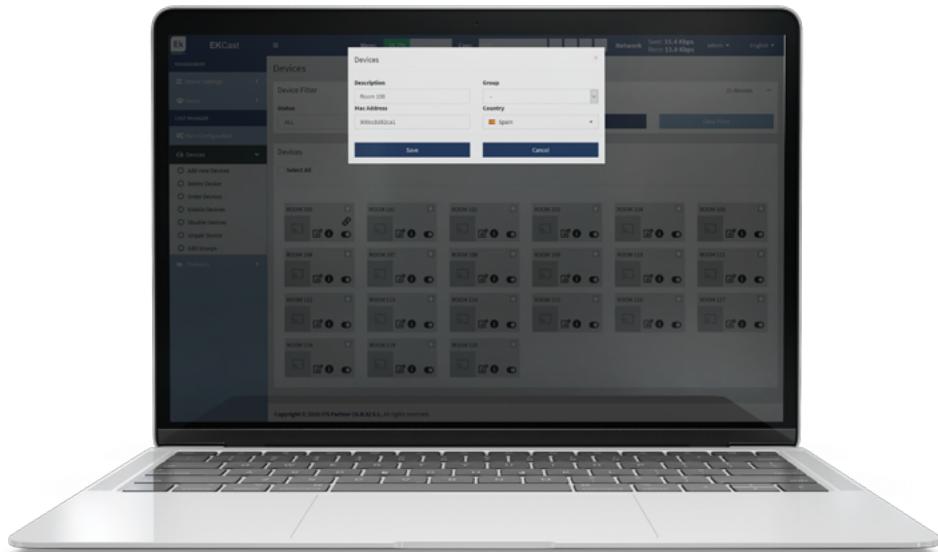


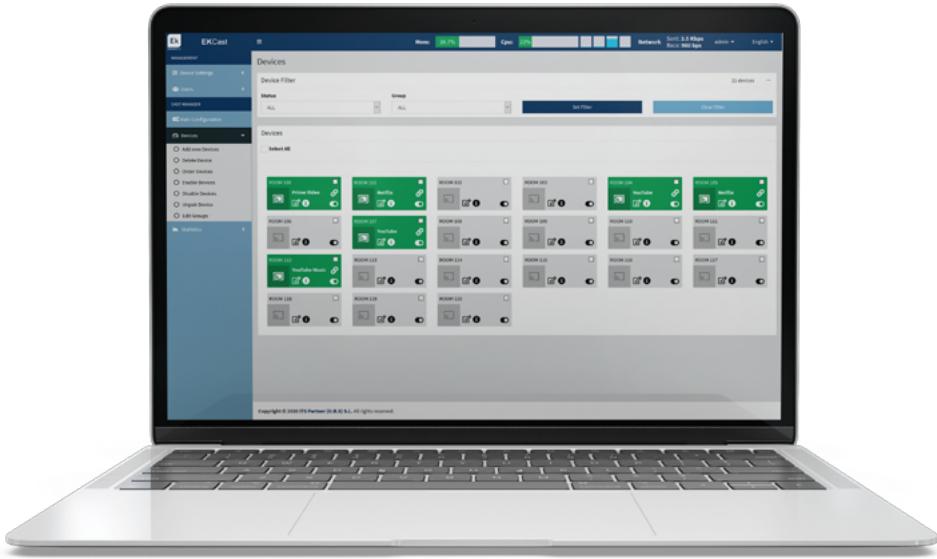
EKCAST: A SIMPLE INSTALLATION THAT EK SIMPLIFIES EVEN MORE

Implementing EK's Chromecast system is very simple. The system is made up of two systems: the EkCast server and the Chromecast® device.



The **Ek Cast management server** will be connected to the hotel 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 Chromecast services.

The Chromecast® comes with an anti-theft bracket, enabling easy and secure mounting of the device to the television.

To simplify interconnection between the server and Chromecast® devices, 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:

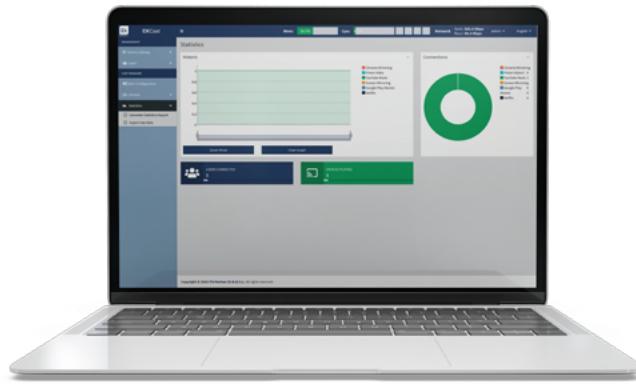
- Automatic detection of new devices in the network or manual addition.
- Status monitoring
- Remote activation and deactivation
- Disconnection of the users from the Chromecast®
- Arrangement of the devices into groups

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 Ek Cast.

(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.

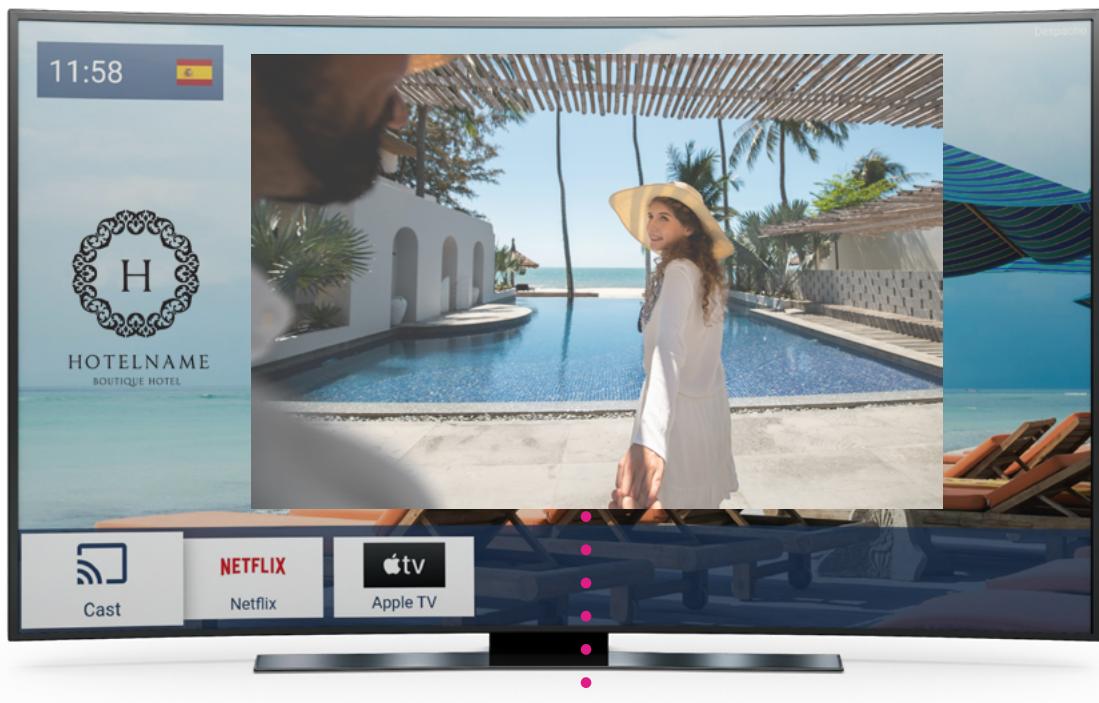
(5) It is possible to use either the Google® Chromecast® remote control or the television's own remote control by activating the HDMI CEC command on the television.

IMPROVED SYSTEM WITH NEW FEATURES

1

New video play option

Up to now, only images could be reproduced. The latest version can now play video, image, video slideshows or image slideshows.



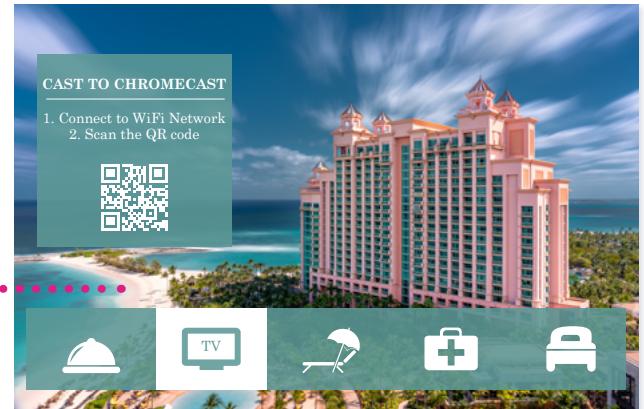
VIDEO OR IMAGE CAROUSEL

2

New URL option

The new version has the option to configure an external URL in the manager so that hotels / integrators / installers can design a dedicated web page to include the QR code generated by Ek CAST. We have a basic example of a website for this purpose.

Website external to Ek Cast generated by the Hotel or by a third-party company



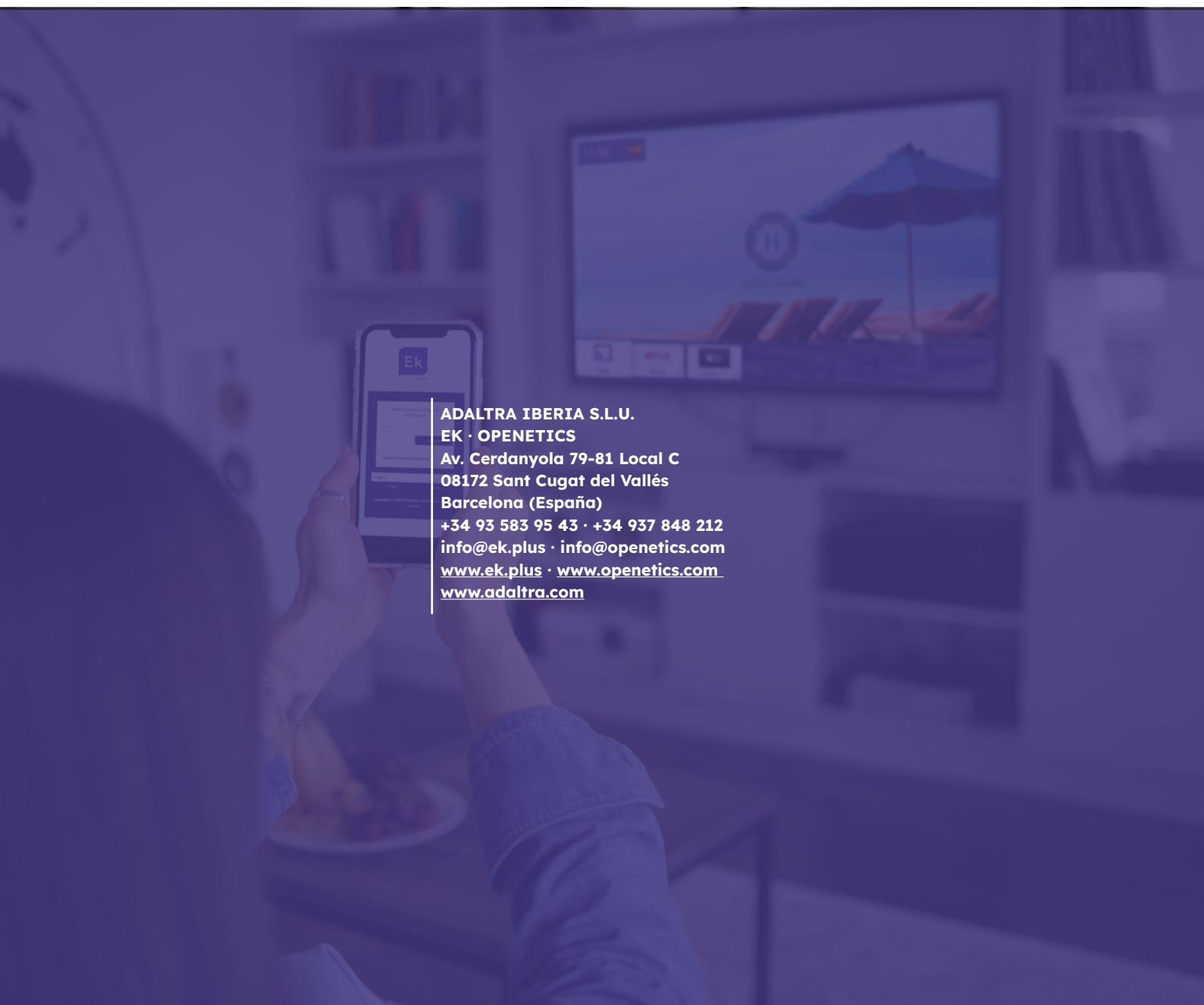
Insertion of the QR generated by the Ek Cast

IMPORTANT:

The CRP 4K casting device must be powered using only the supplied power adapter. Do **not** connect it to the TV's USB port under any circumstances. Doing so may cause damage during system updates or when playing 4K content that requires high processing power. EK is not responsible for any issues resulting from improper power use.

ADALTRA

we make the connection



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