



EKSELANS BY ITS

**2025**  
VERSION

**TECHNOLOGICAL  
SOLUTIONS FOR  
HOSPITALITY  
INDUSTRY**



ENTER THE EK WORLD

# 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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**EMAIL** [info@ek.plus](mailto:info@ek.plus)

**TELEPHONE** +34 93 583 95 43

**ADDRESS** Av. de Cerdanyola 79-81 Local C  
08172 Sant Cugat del Vallès



## 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**

# TECHNOLOGICAL DEVELOPMENT BY EK

**ENTER THE EK WORLD.  
PROFESSIONAL SOLUTIONS  
AT THE SERVICE OF HOTEL  
TECHNOLOGY.**

EK offers the hotel sector with a wide range of technological solutions which meet the current needs and requirements in terms of connectivity and entertainment.

Based upon in-house technology, EK has a wide range of professional equipment which enables the generation of multimedia environments produced in hotels, either by upgrading existing infrastructures without any works being necessary, or by implementing advanced FTTR (Fiber-To-The-Room) systems over optical fibre.





**SCALABLE WIFI  
COVERAGE**



**FAST AND SECURE  
MOBILE CONNECTIVITY  
(BYOD-BRING YOUR  
OWN DEVICE)**



**TV, TDT, SAT AND  
IPTV CHANNEL  
PROCESSING AND  
DISTRIBUTION**



**CREATION OF  
INFORMATION CHANNELS**



**CASTING.  
FIRST-CLASS  
ENTERTAINMENT AND  
IN-ROOM INTERACTION**



**ACCESS TO  
MULTIMEDIA  
SERVICES WITH  
MOBILE DEVICES  
AND SMART TV**



**HOTSPOT.  
WELCOME PORTALS**



**SECURE INTERNET  
ACCESS WITH  
INFORMATION  
CLASSIFICATION AND  
NETWORK AUDIT**



**OTT - STREAMING  
SERVICES OVER WIFI**

# PROFESSIONAL TV/SAT/IPTV EQUIPMENT

The television offer in hotels continues being one of the fundamental services for guests. Variety of programming and image quality. All this is possible with the **CM Header**, flexible and intelligent transmodulation based on the state-of-the-art digital signal processing technology.

Having a significant variety of modular format equipment for simple scalability, the range has transmodulators which enable the processing of DTT, satellite and IPTV signals, and their distribution in the hotel in both traditional radiofrequency modulation and IP digital modulation. Likewise, the range has digital encoders to modulate audio/video sources and to access same on all hotel televisions.





## CANAL HOTEL: GUESTS ALWAYS INFORMED

The **CM Header** also allows for the creation of a local channel to inform guests about services, events, and activities through room televisions and informational screens.



# ADVANCED IP TELEVISION SYSTEMS OVER WIFI

The range of **OTT by EK** servers permits the transmission of IPTV signals through the hotel's Wi-Fi network so that users may enjoy access to television channels on their mobile devices anywhere in the hotel. And all this without having to download and install specific applications.





## WIFI NETWORK OPTIMISATION ENSURING A LOWER NETWORK BANDWIDTH CONSUMPTION.



The compression technology used by the EK servers allows for a Wi-Fi network optimisation ensuring a lower network bandwidth consumption.

The hotel can monetize this service through the generation of own **OTT** by **EK** platform tickets.



# INTERNET DISTRIBUTION VIA COAXIAL CABLE

The **EKOAX PLUS** system has been specially designed to convert the coaxial network into a data network in a very straightforward manner and without any works being necessary. The **EKOAX PLUS** equipment allow receiving and transmitting internet signals via the existing coaxial cable of a television installation, without any need for infrastructure intervention.





# EKOAX Plus

By simply adding a master device together with the television header and a user equipment at each point to which it is wished to carry the internet signal, the hotel can upgrade the television installation in order to transmit high speed internet and IP content. The user device furthermore acts as a Wi-Fi access point which is why a wireless network can be created easily and with excellent quality and reliability.

**EKOAX PLUS: RAPID INTERVENTION  
AND MAXIMUM RETURN ON  
INVESTMENT.**



# FTTR: FIBRE UNTIL THE ROOM WITH THE GPON TECHNOLOGY BY EK

EK has **GPON** technology, being the most advanced on the market for installing telecommunication infrastructures in hotels.

**GPON by EK** allows for the provision of high speed internet connection, RF television system distribution, Internet Protocol Television (IPTV), television on demand and streaming with the highest quality. It is furthermore possible to distribute IP telephony (Voice over Internet Protocol-VoIP) taking advantage of existing analogue terminals, to undertake the installation of security and video surveillance over IP elements, and the implementation of domotic and sensor systems together with other technological systems.

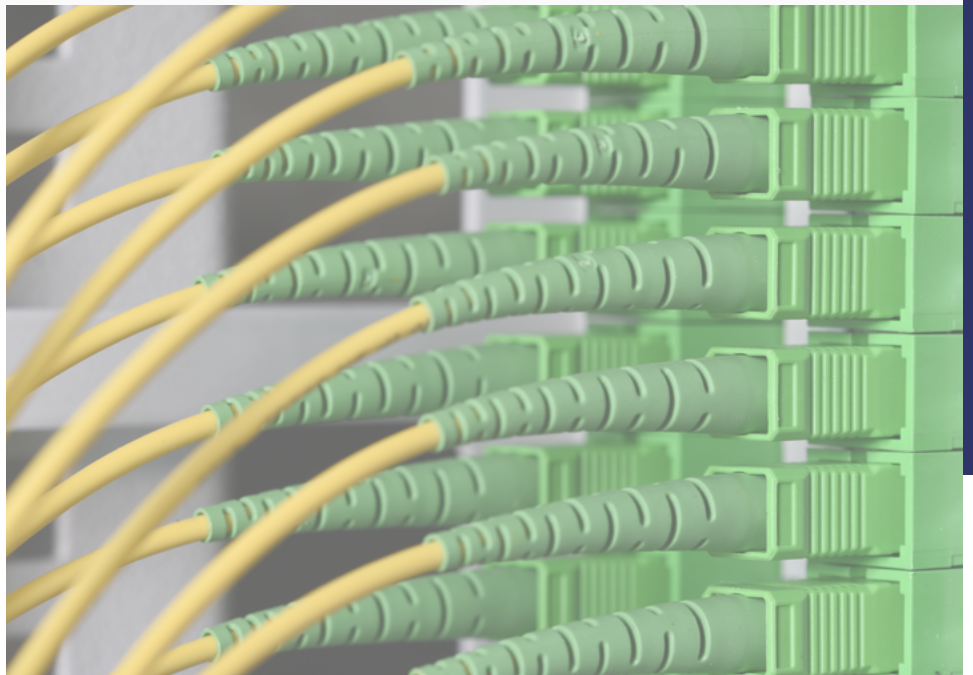




The **GPON by EK** technology is underpinned on the implementation of passive optical fibre networks up to the room (FTTR), which already in the production phase entails substantial cost savings and allows for high scalability. All this entails an extremely high return on investment.

Likewise the **GPON by EK** technology entails other advantages such as simpler management and maintenance through ad hoc software and servers designed for hotels, and lower energy consumption by using a smaller number of active elements as regards other types of traditional data networks.

**GPON, THE MOST  
ADVANCED TECHNOLOGY  
ON THE MARKET**



# WIFI ACCESS POINTS

Offering a stronger **Wi-Fi** coverage and encompassing any corner of the hotel is possible thanks to the interior and exterior access points, which can be centrally managed offering an infinite number of configuration options: user management – distinguishing guests from service personnel – , creation of networks and independent coverage areas, allocation of bandwidth per user, definition of quality per service (QoS-quality of service), implementation of firewalls, scheduling for activation of **Wi-Fi** coverage by areas and application, ...





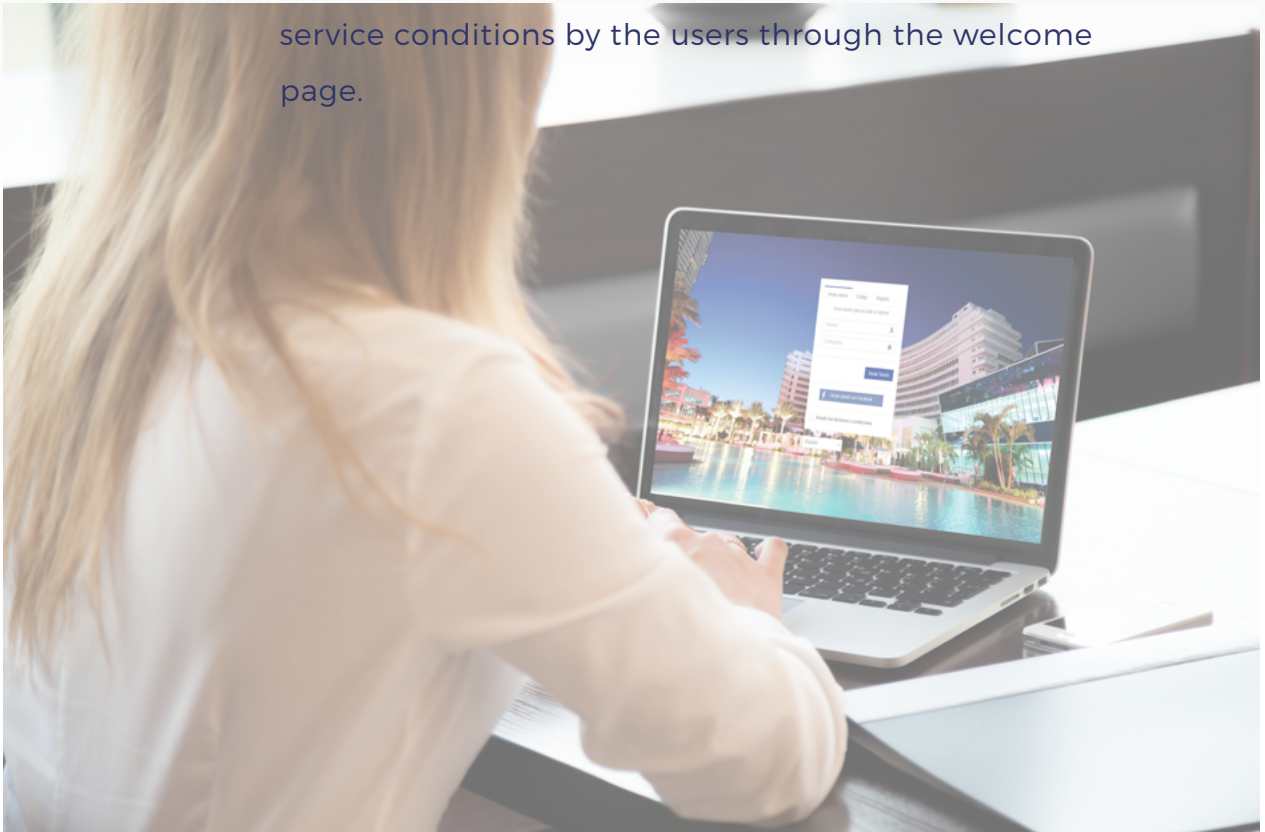
The professional access point, switch and controller system of the EK network allows for the implementation of **Wi-Fi** networks with high performance through structured cabling.

**WIFI BY EK: EXCEEDINGLY  
VERSATILE AND HIGH  
PERFORMANCE.**

# HOTSPOT BY EK: WELCOME AND SECURITY PORTAL

EK's professional **HotSpot** has been specially designed for installation in hotel environments. Through a simple configuration all the necessary parameters so as to offer different Wi-Fi network accreditation methods (direct entry, email with verification checks, tickets with predefined passwords, social networks, ...) can be defined. Likewise, the system allows for the definition of user profiles for allocation of times and connection speeds.

The **HotSpot by EK** also allows managing user data for digital marketing purposes, subject to approval of the service conditions by the users through the welcome page.





SPECIFICALLY DESIGNED  
FOR INSTALLATION IN  
HOTEL ENVIRONMENTS



In addition to the captive portal, the **HotSpot by EK** offers a solid network audit system which allows for the Internet consumption statistics per connection analysis, as well as the activity registration and storage of the different guests connected to the Wi-Fi network (device identification, domains visited, connection times, ...), all in strict compliance with the prevailing regulations on lawful interception and data protection.

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



NETFLIX

max

prime  
video



Rakuten



vevo



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

- **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®...)<sup>(1)</sup>
- 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 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

# EK HOTEL TV, AN EK PLATFORM FOR MULTIMEDIA CONTENT DISTRIBUTION IN HOSPITALITY ENVIRONMENTS



EKHOTELTV

EK HOTEL TV is EK's new platform for the distribution of multimedia content in hospitality settings. In addition to allowing the organization and distribution of audio / video services in IPTV format to the rooms, be it IP multicast or Web TV (RTMP, HLS,...), the system also allows the management of digital signage screens for product promotion and services.

EK HOTEL TV is the first in a series of solutions for entertainment and multimedia content that the brand's R&D teams are developing, and which complete a wide range of products available for the hotel sector. For more information, consult the thematic magazine "Technological solutions for the hotel sector" available on our website ([www.ek.plus](http://www.ek.plus))



EK HOTEL TV works as a middleware that allows the aggregation of audio and video services transported in multicast and / or webTV for distribution and reception on IPTV devices (STB PROF).

It allows the personalized ordering of channels by device, being able to order them by user or by user groups according to their profile (age, language, preferences, ...). Likewise, the system allows creating channel packages and grouping into “products” for assignment to users.

# EK AND THE HOTEL SECTOR

The professionals who make up the personnel of EK have been designing **technological solutions for hotels** for over 20 years, knowing how to adapt at any given moment to the needs and demands of the hotel sector.

EK has a wide distribution network which assists the qualified installers who, with the excellent support provided from the technical office of EK, carry out projects and professional installations in hotels in **over 25 countries**.

Our technological solutions have been installed and certified by numerous hotel chains, as well as by telecommunication operators that provide services to those hotel chains in various countries.





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**EKSELANS by ITS**  
**ITS Partner O.B.S. S.L**  
Av. Cerdanyola 79-81 Local C  
08172 Sant Cugat del Vallès  
Barcelona (España)  
Tel: +34 93 583 95 43  
[info@ek.plus](mailto:info@ek.plus)  
[www.ek.plus](http://www.ek.plus)