

ELECTROSIGMA

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OF
EXPERTISE

Electrosigma Business Presentation



ELECTROSIGMA S.R.L. (formerly IEIA) Cluj-Napoca/Kolozsvár - Romania

ELECTROSIGMA combines the heritage of a trusted IT pioneer with the agility of a modern technology innovator. With a proven track record of scaling pioneering concepts into profitable ventures, and a strong pipeline of future-ready projects, the company offers investors a unique opportunity to participate in the growth of FinTech, IoT, and digital infrastructure.

Who we are



Company Overview

With nearly seven decades of expertise, ELECTROSIGMA stands at the intersection of tradition and innovation, delivering cutting-edge solutions in technology, software, intelligent systems, and FinTech. Founded in 1959 as the state-owned IEIA, the company quickly established itself as a pioneer in Romanian computing by developing the nation's first two fully domestically manufactured computers in the mid-1960s.

Following its transformation into a market-oriented enterprise in 1991 and subsequent privatization in 1998, the company entered a new era of growth under its current ownership. Since then, it has expanded and diversified, building a reputation for innovation and forward-looking development across multiple technological domains.

Between 1999 and 2005, ELECTROSIGMA focused on programming subcontracting, supported by its ownership of the Sigma Center—a high value and representative building in Cluj-Napoca/Kolozsvar, having 30,000 sqm office and retail complex that attracted several multinational IT and software firms. This ecosystem provided a steady flow of “in-house” opportunities, while laying the groundwork for a pivot into proprietary product development, which remains the core strength of the company today.

Company Overview

Over the years, ELECTROSIGMA has successfully delivered some of Romania's most groundbreaking digital infrastructure projects, including:

- Polus/Vivo Shopping Center (2007): the first and largest fully digitalized shopping mall in Romania, with 90,000 sqm retail, all services integrated over a fiber backbone, and a telecom hub delivering managed services to tenants.
- Stadium of CFR football club "Dr. Constantin Rădulescu" (2008): the first UEFA-Champions League level certified stadium in Romania, equipped with a pioneering digital LED system, turnstiles, CCTV, and connectivity for Champions League broadcasting.
- Transilvania Media Group & LookTV (2011–2012): the first regional media group to achieve nationwide broadcasting, later securing exclusive UEFA Champions League and Europa League rights and evolving into Prima Sport and Prima Play.
- Koolnet (2012): one of Romania's first OTT streaming platforms, reaching peaks of 1M+ concurrent viewers during major football matches, far ahead of the global streaming curve.

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- Solicit Capital (2024): a next-generation online trading ecosystem with full MT5 integration, secure wallet systems, PSP connections, CRM integration, and KYC/AML compliance, continuing the fintech expansion that began with the CapitalFin EMI project (2021).

From 2015 to 2025, the company concentrated heavily on the Fin-Tech sector, while also pursuing innovative projects in:

- IoT & Home Automation (from smart homes to office buildings across Romania, Hungary, and Spain)
- Enterprise Communication & Chat Solutions
- Real Estate Tokenization (under development)

Over the past 25 years, ELECTROSIGMA has built a stable multinational team, combining seasoned expertise with youthful innovation. This dynamic mix continues to drive the company's ability to anticipate and respond to technological trends, ensuring both resilience and agility in a fast-changing market.

ELECTROSIGMA is not a startup, but its platforms and products are designed to support startup-like businesses and new digital ventures. With a proven track record of turning pioneering concepts into scalable, commercially successful enterprises, the

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company represents a high-value growth opportunity for investors seeking exposure to the future of technology, digital infrastructure, and finance.

A detailed chronological list of projects can be found below.

2006

Sigma Shopping Center & Sigma Business Center

Pioneered one of the first fully digitalized mixed-use developments in Transylvania, combining a modern shopping center with the 9-floor Sigma Business Center, offering over 30,000 sqm of office and retail space on a land area of 20,000 sqm. Delivered the complete design and commissioning of the electrical and low-voltage infrastructure, integrating CCTV surveillance, VoIP telephony, a Building Management System (BMS), people-counting, and advanced voice/data networks. This forward-looking project created a future-ready digital backbone, enhancing tenant and visitor experience, operational efficiency, and long-term asset value, while positioning Sigma as a regional benchmark in retail and business real estate.

LaLiga Sports Bar

Pioneered the first modern sports bar in Transylvania, introduc-

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LaLiga Sports Bar

Pioneered the first modern sports bar in Transylvania, introducing a cutting-edge multi-satellite HD/SD reception system with a centralized matrix switcher to seamlessly route TV and audio signals across multiple zones and private booths. This innovative concept delivered a premium fan experience with personalized viewing and immersive sound, setting a new benchmark for the hospitality and entertainment sector in the region. Its success led to the concept being replicated in multiple locations in Transylvania and was later merged into the Marty Sports & Grill Bar brand, demonstrating both its commercial scalability and long-term integration into a leading hospitality chain.

Club – Tutankamon, Obsession, NOA - Nest Of Angels

Designed and commissioned the full low-voltage infrastructure for the Sigma Center's underground club complex, which became one of Transylvania's most modern nightlife destinations. The project integrated CCTV surveillance, advanced communication networks, and a state-of-the-art audio system capable of supporting large concerts, DJ events, and exclusive parties. With a reputation for hosting high-profile artists and renowned

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events, the complex quickly positioned itself as a regional entertainment landmark, attracting thousands of visitors and setting new standards for clubbing experiences in Romania.

Granata Hotel

Designed and commissioned the hotel's complete low-voltage infrastructure, including Wi-Fi coverage, CCTV security, VoIP communication, and a centralized reservation system, fully integrated with the hotel's official website. This forward-looking setup provided guests with modern digital connectivity and streamlined services at a time when such solutions were still rare in Romania. By combining comfort, security, and technology, the project positioned Granata as a modern hospitality benchmark in the region and created a scalable model for future hotel digitalization.

2007

Polus Commercial Center (now Vivo Shopping Center Cluj)

Designed and commissioned the complete low-voltage and digital infrastructure for what was then the largest shopping center in Romania, with 90,000 sqm of retail space and a 150,000 sqm parking facility. The project integrated voice, data, Wi-Fi, Building Management System (BMS), people-counting, public address,

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Closed-Circuit Television (CCTV), CATV, satellite reception, intrusion detection (IDS), access control, and a VoIP PBX system.

Polus was the first shopping center in Romania to integrate all services over a centralized fiber backbone, making it a true pioneer in digitalization. All telecom operators were interconnected and managed through a single controlled hub, allowing the center to aggregate, monitor, and deliver telecom services directly to tenants with full transparency and reliability. Its in-house VoIP PBX and centrally managed networks transformed Polus into an early telecom aggregator, providing unmatched service control and operational efficiency.

This groundbreaking digital backbone positioned Polus/Vivo as a regional benchmark for smart retail infrastructure, setting a new standard in how large commercial centers in Romania delivered and managed digital services.

2008

Stadium of CFR football club “Dr. Constantin Rădulescu”

Designed and implemented the complete digital infrastructure for CFR Cluj’s stadium, transforming it into the first stadium in Romania certified to host official UEFA Champions League and

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Europa League matches at the time. The project included Wi-Fi and internet infrastructure for the entire stadium, a CCTV security system, and modern access turnstiles to meet international safety and organizational standards.

To enhance the fan and sponsor experience, the stadium introduced one of the first large-scale LED systems in Romanian football, featuring a 60 sqm LED scoreboard imported directly from China and a 220 sqm perimeter LED display, both fully interconnected with broadcasting units for internal competitions and UEFA Champions League matches.

This modernization not only made the stadium a national pioneer in sports digitalization but also generated significant commercial benefits: attracting high-profile sponsors, boosting CFR Cluj's visibility on the international stage, and increasing match-day revenues through improved fan engagement and enhanced media rights value.

Maritimo Shopping Center, Constanța (now Vivo! Constanta)

Developed the complete low-voltage and digital infrastructure design for Constanța's landmark commercial center, featuring 80,000 sqm of retail space and a 120,000 sqm parking facility.

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Building on the pioneering concepts first implemented at Polus Commercial Center, the design integrated voice, data, Wi-Fi, Building Management System (BMS), public address, Closed-Circuit Television (CCTV), satellite reception, intrusion detection, and access control, all delivered over a robust fiber backbone for centralized management and scalability.

As one of the most advanced shopping centers on Romania's Black Sea coast, Maritimo delivered future-ready digital infrastructure, enhanced operational efficiency, and improved tenant and visitor experiences. The project confirmed the replicability of the "smart retail" model, reinforcing your role as a pioneer in modern commercial real estate infrastructure across Romania.

2011

Transylvania Media Group

Commissioned the complete IT and broadcast infrastructure for the largest media group in Transylvania, including newsroom systems, regional insertion platforms for local studios, and nationwide content distribution. This created a state-of-the-art backbone for digital news production, enabling scalability and positioning the group as one of Romania's most modern media operators at the time.

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2012

Transilvania Live, Transilvania Look, Look Plus

Supported the launch and nationwide broadcasting of three channels: Transilvania Live (news-oriented), Transilvania Look (general and sports content), and Look Plus. This was the first regional media groups in Romania to achieve nationwide reach, later securing exclusive rights to broadcast the UEFA Champions League and UEFA Europa League, which significantly boosted both audience ratings and advertising revenues.

By combining cutting-edge infrastructure with premium sports content, the group rapidly evolved into a nationally recognized broadcaster, creating one of Romania's strongest television portfolios. These channels later transitioned into Prima Sport and Prima Play, proving the long-term sustainability and commercial success of the project.

Koolnet Streaming Platform

Developed and launched Romania's first OTT (over-the-top) streaming platform, initially broadcasting Transilvania Live and Look TV content before expanding to additional channels. De-

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channels. Designed for scalability and high availability, the platform partnering with major telecommunication service providers has reached record audiences, peaking at over 1M simultaneous live streams during major football matches — a milestone unmatched in the region at the time.

Koolnet positioned the media group as a digital pioneer, extending television beyond traditional broadcasting and opening new revenue streams in online advertising and sports rights monetization. Its early adoption of OTT technology placed the group ahead of the global streaming curve, laying the foundation for today's digital-first content consumption models.

Citynews

Designed and implemented the IT infrastructure for one of Transylvania's first large-scale online news portals, featuring load balancing and high availability to reliably handle high traffic and breaking news peaks.

The platform set a regional benchmark for digital journalism by combining robust performance with wide audience reach.

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TMG – Tetarom Broadcast Studio

Designed and commissioned the full audio, video, and IT infrastructure for the largest private television studio in Transylvania, built to international broadcasting standards. The facility was equipped to handle large-scale production and live transmissions, enabling the group to expand its nationwide operations with state-of-the-art reliability and performance

The project also included the relocation and upgrade of the Master Control Room (MCR), consolidating all signal routing, monitoring, and content distribution into a single, highly efficient hub. This transformation positioned Tetarom as the central broadcasting backbone for multiple national TV channels, reinforcing the group's leadership in the Romanian media market and increasing its long-term commercial value

Data Center, CIA Building

Note: CIA - Compania de Informatica Aplicata- 1969 - first IT startup in Romania

Designed and commissioned a 32-rack carrier-class data center featuring technical raised flooring, precision air conditioning, and

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triple power redundancy (Electrica grid, CIA supply, and diesel generator). The facility was fully interconnected with all major telecom operators, ensuring resilience, scalability, and top-tier service availability.

As the successor to Compania de Informatică Aplicată (founded in 1969 as Romania's first IT startup), the data center carried forward a tradition of innovation, becoming one of the most advanced regional facilities of its time. It served as the backbone infrastructure for satellite communication, streaming platforms, nationwide TV broadcasting, and smart commercial centers, effectively hosting the technical core of many of the landmark projects in the portfolio.

This project not only delivered cutting-edge IT resilience but also positioned the site as a strategic digital hub in Romania, with long-term value in telecom, media, and enterprise hosting services.

2013

Transilvania International Film Festival (TIFF) & Casa TIFF

Developed the official website, mobile application, and media content management system, along with streaming solutions to

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support Romania's most important film festival. The project modernized the digital presence of TIFF, enabling broader audience engagement and innovative online access to cultural content.

Goodwill Consulting CRM

Designed and developed a custom-built Customer Relationship Management (CRM) system fully tailored to the company's internal business processes. The platform streamlined client management, workflow automation, and reporting transparency, enabling the company to scale operations more efficiently and strengthen customer relationships.

By moving away from generic off-the-shelf solutions, the CRM created a competitive advantage, giving Goodwill Consulting a digital toolset uniquely aligned with its consulting workflows. This project demonstrated the early adoption of digital transformation strategies for SMEs in Romania, delivering measurable improvements in productivity and customer retention.

Kunden Broker eLearning platform

Designed and developed a custom digital learning and

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certification system for insurance brokers, delivering structured training tailored to the needs of the insurance industry. Initially launched as Kunden Conference and later evolved into the All In One Learning Platform, it became one of the first specialized e-learning solutions in Romania's insurance sector.

The platform enabled scalable professional development, helping brokers meet regulatory compliance, improve knowledge, and increase sales effectiveness. By digitizing training, it reduced operational costs for companies while opening new revenue streams through certification and licensing services. Its long-term evolution demonstrated the scalability and adaptability of the solution, proving its value beyond the insurance industry.

2015 - 2025

IoT & Home Automation Projects

Designed and implemented a wide range of residential and commercial automation solutions across Romania, Hungary, and Spain, from private homes to large office buildings. Leveraging technologies such as KNX, Gira, Control4, Tasmota, ESP32, and Home Assistant, these projects integrated the monitoring and control of lighting, power, sockets, sunshades, mosquito/fly nets,

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smart devices, garages, pools, access control, alarm systems, and HVAC (heating/cooling).

Each implementation delivered energy efficiency, security, and user comfort, showcasing the flexibility of combining both proprietary and open-source platforms. By executing multiple projects of varying scale and complexity, the portfolio established a strong track record in smart building digitalization and positioned these solutions as scalable models for the growing European IoT and smart home market.

CapitallFin - Fintech EMI Application development

Coordinated the design and development of a complete Electronic Money Institution (EMI) application, covering both mobile and web platforms. The solution integrated modern fintech services, secure digital payments, and intuitive account management. As our first major fintech project, it marked a strategic diversification of expertise from media and IT into the financial technology sector.

Solicit Capital – Online Trading Platform

Founded and developed Solicit Capital, a next-generation online

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trading platform inspired by leaders such as Plus500 and eToro. The platform is built around full MetaTrader 5 (MT5) integration, seamless user account management, automated KYC/AML verification, a secure multi-currency wallet system, and support for multiple parallel trading accounts.

Beyond trading, Solicit Capital incorporates an integrated CRM platform, Payment Service Provider (PSP) connections, and desktop, web, and mobile trading modules, creating a comprehensive digital investment ecosystem. As the natural evolution of the CapitalFin EMI project, Solicit Capital leverages proven fintech expertise to deliver a scalable, compliant, and investor-friendly platform designed for global expansion.

With its focus on regulatory compliance, user experience, and advanced financial technology, Solicit Capital is positioned to become a competitive player in Europe's fast-growing online trading and investment market, offering strong growth and monetization potential.

Trading Platform - CRM Integration

Designed and developed a custom CRM system fully integrated with MetaTrader 5 (MT5), enabling seamless client onboarding,

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KYC verification, account management, wallet operations, and multi-account trading. The platform serves as the operational backbone of Solicit Capital, unifying trading activity with customer management and payment services in a single ecosystem.

AI for Customer Support in FinTech

Currently under research and design, this project explores the use of Artificial Intelligence to enhance customer support within digital banking and trading platforms. The solution focuses on building AI-driven assistants capable of handling KYC/AML queries, troubleshooting transaction, onboarding guidance, and multilingual support, while seamlessly integrating with CRM and trading systems.

By reducing response times, increasing accuracy, and lowering operational costs, the platform is designed to improve client satisfaction and retention. It also leverages machine learning and natural language processing to continuously adapt to user behavior and regulatory updates, ensuring compliance and scalability. Once implemented, this project has the potential to transform customer service into a competitive advantage for fintech companies like Solicit Capital.

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Real Estate Tokenization Platform

Currently in active research and design, this project explores the use of blockchain technology to tokenize real estate assets, transforming traditionally illiquid properties into digitally tradable investment instruments. The platform aims to democratize access to real estate investment by enabling fractional ownership, secure digital transactions, and increased liquidity in what has historically been a rigid market.

By lowering entry barriers, the solution opens real estate investment to a broader pool of investors while also providing property owners and developers with new capital-raising mechanisms. Beyond simple tokenization, the platform will incorporate regulatory compliance frameworks (KYC/AML), smart contracts for transparent ownership transfers, and integration with secondary markets, ensuring both trust and scalability.

Globally, pioneering markets such as the US, Dubai, and Singapore have already begun piloting real estate tokenization initiatives, proving its viability and disruptive potential.

By adapting and localizing this concept, ELECTROSIGMA aims to position itself as a first mover in Romania and in the CEE region,

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bringing international best practices to a market that remains largely untapped.

This initiative has the potential to unlock billions in underutilized value, positioning ELECTRO SIGMA at the forefront of PropTech innovation in Romania and beyond.

Secure Communication & Collaboration Platform

Ongoing research and development of a next-generation chat and presence system built on XMPP (eXtensible Messaging and Presence Protocol), a lightweight, modular, and highly decentralized technology standard. The project aims to create a secure, privacy-first communication platform that supports text chat, voice, and video calls while offering unmatched flexibility and resilience compared to centralized solutions.

The system is being designed to deliver a seamless user experience across mobile, web, and desktop applications, while at the same time enabling enterprise integration into workflows such as CRM, ERP, and customer support platforms. This dual focus addresses both consumer demand for secure personal communication and the enterprise need for compliant, sovereign, and extendable collaboration tools.

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By leveraging the strengths of XMPP's open and federated architecture, this R&D initiative seeks to bridge the gap between popular consumer messengers (like Signal, WhatsApp, and Telegram) and enterprise-grade collaboration platforms, positioning ELECTROSIGMA to lead in the emerging space of secure, decentralized communication ecosystems.

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