

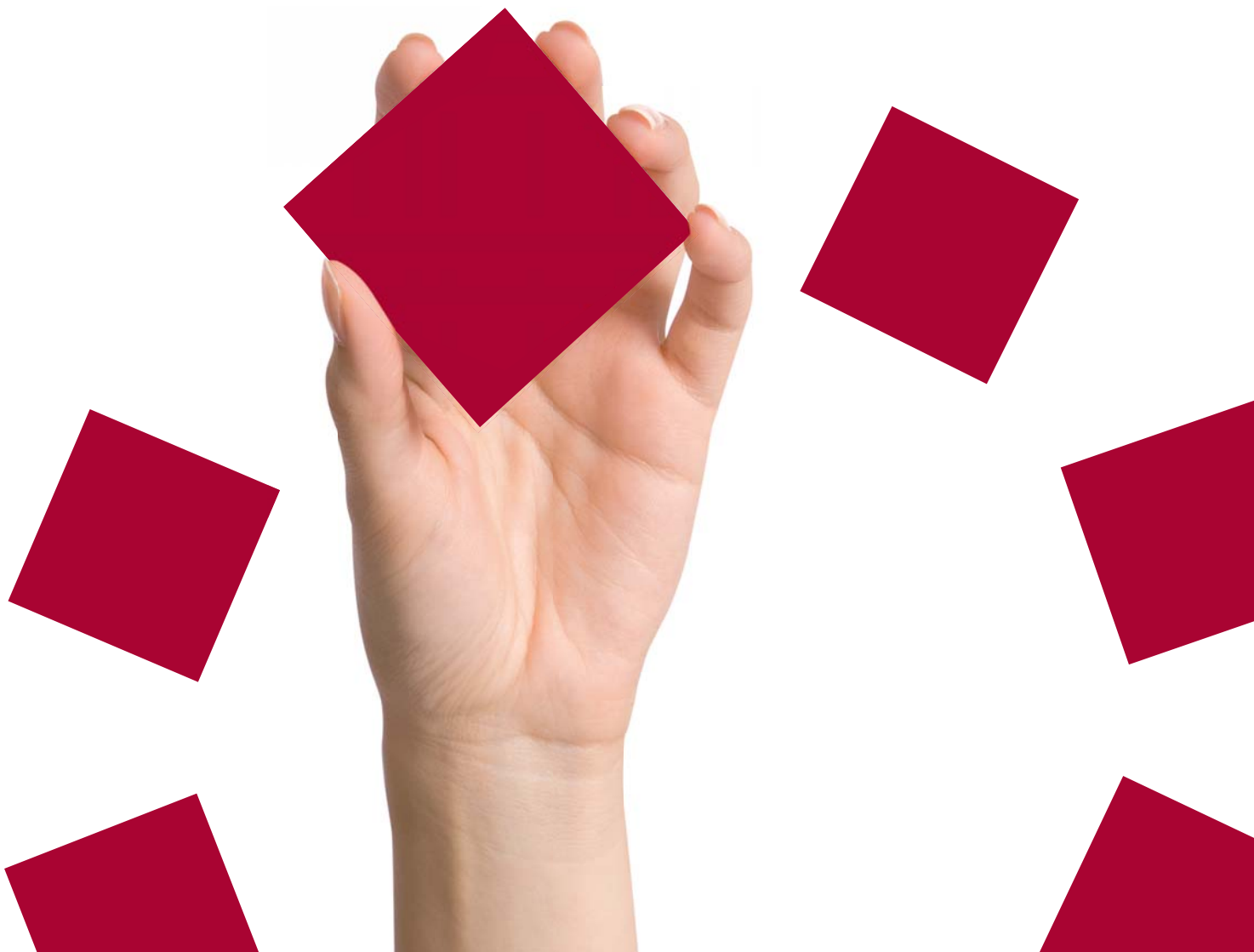
**Trust** your  
company's  
information  
life cycle to  
the experts.  
**STAR** is your  
reliable partner  
for multilingual  
**communication.**

Let's talk about

# the information life cycle

The information life cycle is a process that involves all activities related to a company's corporate information: authoring, management, translation, publishing, printing and distribution to global markets. **STAR** has developed robust technologies and innovative services to support your company at each step of the process.

Through our global network of 40-plus offices, we have developed cutting-edge solutions for multilingual communications for over 25 years. Our many years of experience have given us the competence to help make you a leader in all your markets worldwide.



# 1 Management

**STAR** considers proper management of your information flow to be the first step in guaranteeing the integrity of your information life cycle.

It takes a high level of competence and experience to effectively organize workflows for managing data and information, especially when it involves information in multiple languages. **STAR** has both the know-how and track record to create information management strategies that cover everything from content creation to re-purposing information, and then interface these strategies to a company's already existing IT environment and infrastructure. The result is savings in time and money and better quality for the client.

By deploying the most technologically advanced concepts and proprietary software solutions, we can organize, sequence and structure information for maximum efficiency. Our solutions automate previously labor-intensive tasks and speed up the processes of authoring, updating content, translation and publishing.

**STAR** is the ideal partner for companies who want to restructure how they manage and deliver corporate information in multiple languages across multiple delivery channels. We are there for you at each step, with top-notch, reliable services and high-performance software systems.

## Consulting

Consulting is the first step in creating a solid base for a successful information management strategy. Each project starts with a thorough analysis of a company's current systems and infrastructure to determine the most effective solution.

## Capturing and Organizing Company Data

A company's existing data are organized into new and improved workflows or advanced document management structures. Any stored translation memories or translated content are imported into the new architecture. This creates a solid base of uniform data that can be used for each and every authoring and translation task but at a lower cost and with better content quality.

## System Integration

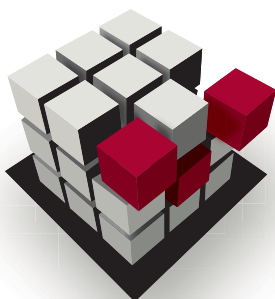
Any **STAR** technologies deployed in a company's data management system are seamlessly interfaced with the company's existing application platform (Adobe Suite, SAP, AS400 etc.). Integration with various systems and file types improves the flow of information and minimizes the time needed for capturing, creating and updating information.

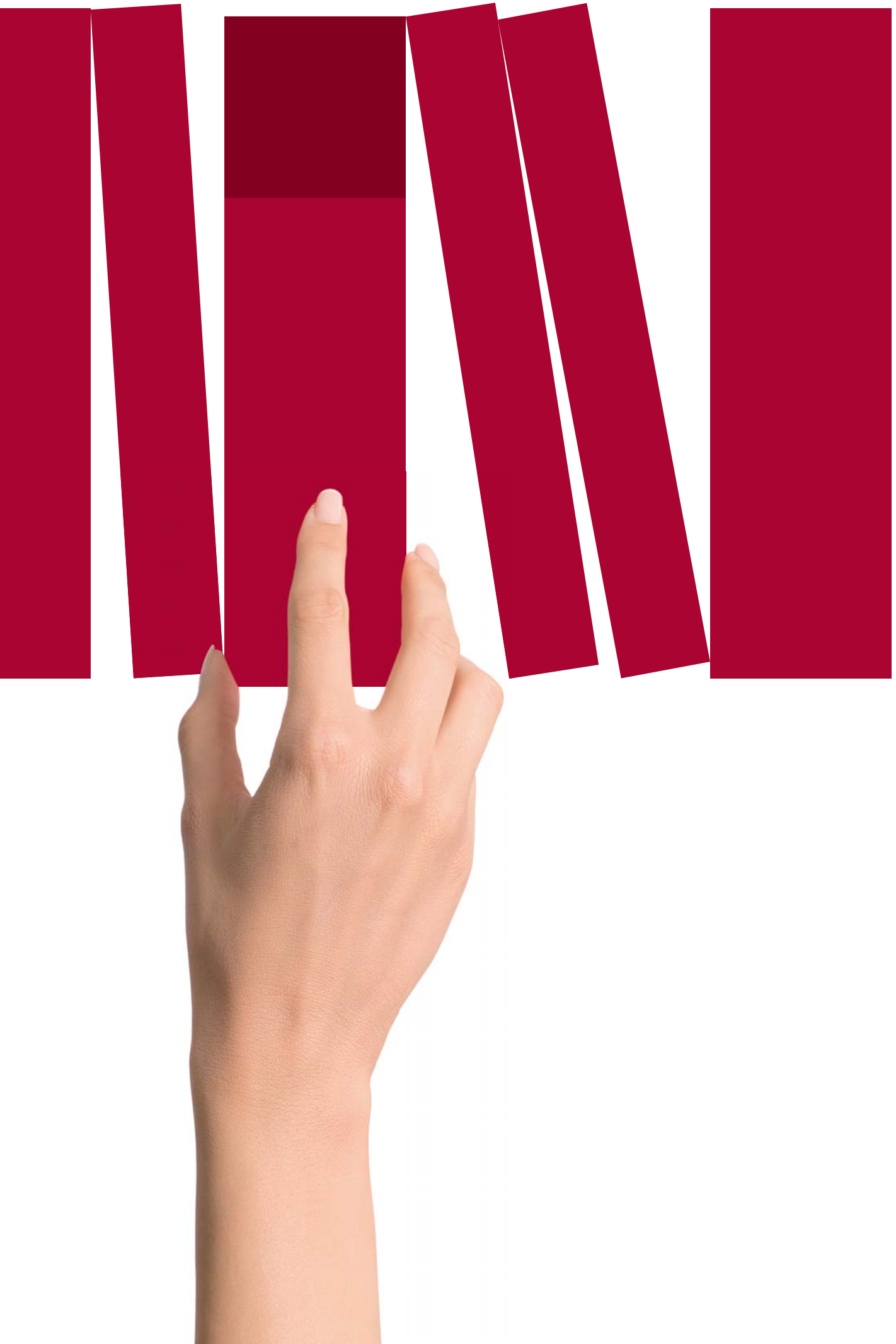
## Outsourcing

**STAR** offers outsourcing solutions for your company's entire information life cycle so that you can focus on your core competencies and improve your bottom line. We configure a custom solution that handles tasks such as content creation, translating and publishing technical and company-related documentation. **STAR** proprietary systems automates routine tasks and allows you to radically and effectively restructure processes, significantly reducing the time and cost they normally require.

## Project Management

**STAR**'s experienced project managers organize your entire information life cycle and recommend optimal solutions for each and every challenge.





## 2 Authoring

**STAR** solutions facilitate every detail of the authoring process to help you create a complete, professional product.

The first step is to consult with you to assess your priorities and define your business goals. We carefully analyze your working methods and develop a solution that fits your current operating structure.

**STAR's** authoring environment not only supports major text editing applications, but also links to a number of other functions for creating and managing content in other **STAR Group** software products.

With our XML/SGML based tools, we help you transition from document management to advanced information management. Our system accurately structures large amounts of information and automates your document processes quickly, efficiently and precisely: from authoring, to revisions and translation, including multilingual publication in any delivery format.

### Technical Writing

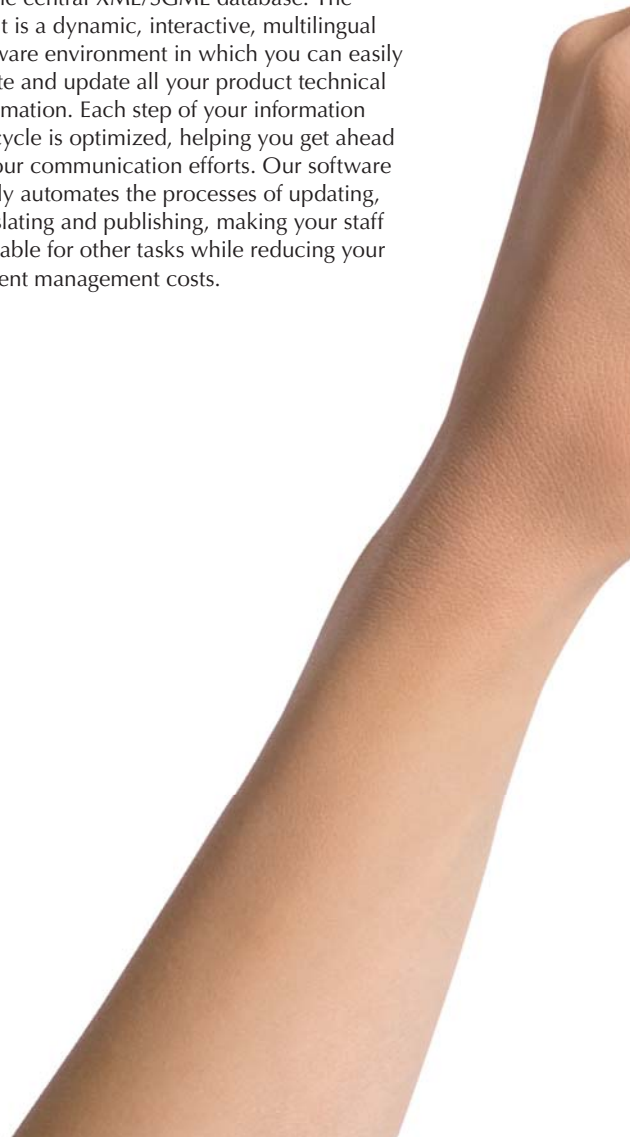
STAR has technical writing specialists for a multitude of document types in a wide variety of industries: operating and maintenance documentation, repair manuals, spare parts lists, time management lists, technical updates, diagnostic manuals, technical files, technical writing XML/SGML format, safety manuals, schematics, functional diagrams and descriptions, technical specifications, training manuals and military specification manuals (AECMA Spec1000 etc.).

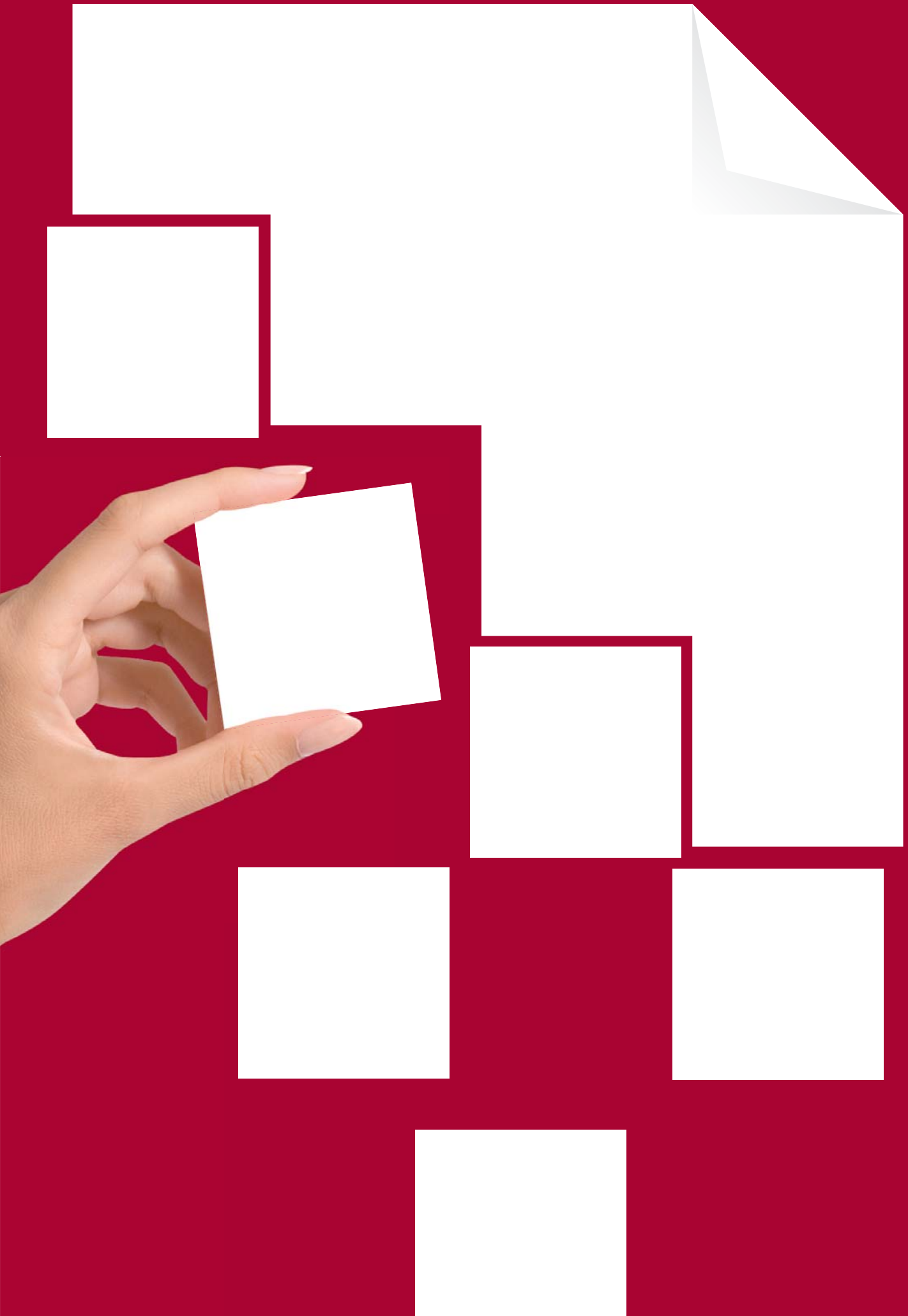
### Business Writing

Our comprehensive authoring and content creation services also include creating business publications in multiple languages in any format for a number of delivery channels: product catalogs, price lists, brochures, leaflets, direct mail, personalized documents.

### Integrated Interactive Documentation

Integrated interactive documentation is an advanced development of the classic authoring process. This specialized service from STAR converts your company's entire information universe into structured data, regardless of its source document type and stores that data in one central XML/SGML database. The result is a dynamic, interactive, multilingual software environment in which you can easily locate and update all your product technical information. Each step of your information life cycle is optimized, helping you get ahead in your communication efforts. Our software highly automates the processes of updating, translating and publishing, making your staff available for other tasks while reducing your content management costs.





# 3 Translation

**STAR** guarantees high quality, accuracy and on-time delivery for every translation project.

**STAR Group's** global network gives you access to translators in all languages and fields.

We work exclusively with native-language translators who are at home in your global markets and experts in your industry. These are professionals who we have carefully vetted according to strict quality standards and matched to your profile and areas of specialization. Our project managers closely monitor every project phase in detail – from management and analysis of data to the selection of the best translator for your project. We set up a quality control process to assure for the highest accuracy.

The project manager serves as the principle interface to the client and regularly communicates with the translator as well as pre- and post-translation project participants (e.g. technical writers, graphic designers, web programmers).

**STAR Group's** translation memory technology Transit makes it possible to translate and organize large amounts of information under short deadlines both more quickly and with greater flexibility. Transit is the best answer for optimal integration of translation processes into all phases of the information life cycle, reducing costs and improving the accuracy and consistency of translated content.

## Industry-Sector Technical Translation

Globally active manufacturing and service companies from a variety of sectors depend on the STAR Group's competence in translation for over 25 years: automotive, rail, aviation, aeronautics, shipping, construction vehicles, precision engineering, HVAC technology, electronics, watches, medical, pharmaceutical, financial, legal, insurance, automation, defense.

## General Translation

STAR guarantees that your content will have the same impact worldwide. Be it legal, financial or business documents, scientific essays, marketing material or advertising campaigns, we make sure that your translation gets the point across.

## Translation Memory

STAR can create unique translation memory for each customer. All translations are organized and stored in a structure that corresponds to your product line. This means you can easily leverage previously translated texts, increasing your re-use rates dramatically, reducing overall editing time and slashing costs. We also offer a service for creating translation memory from your previous translations which adds immense value to your translation assets and pays for itself in no time.

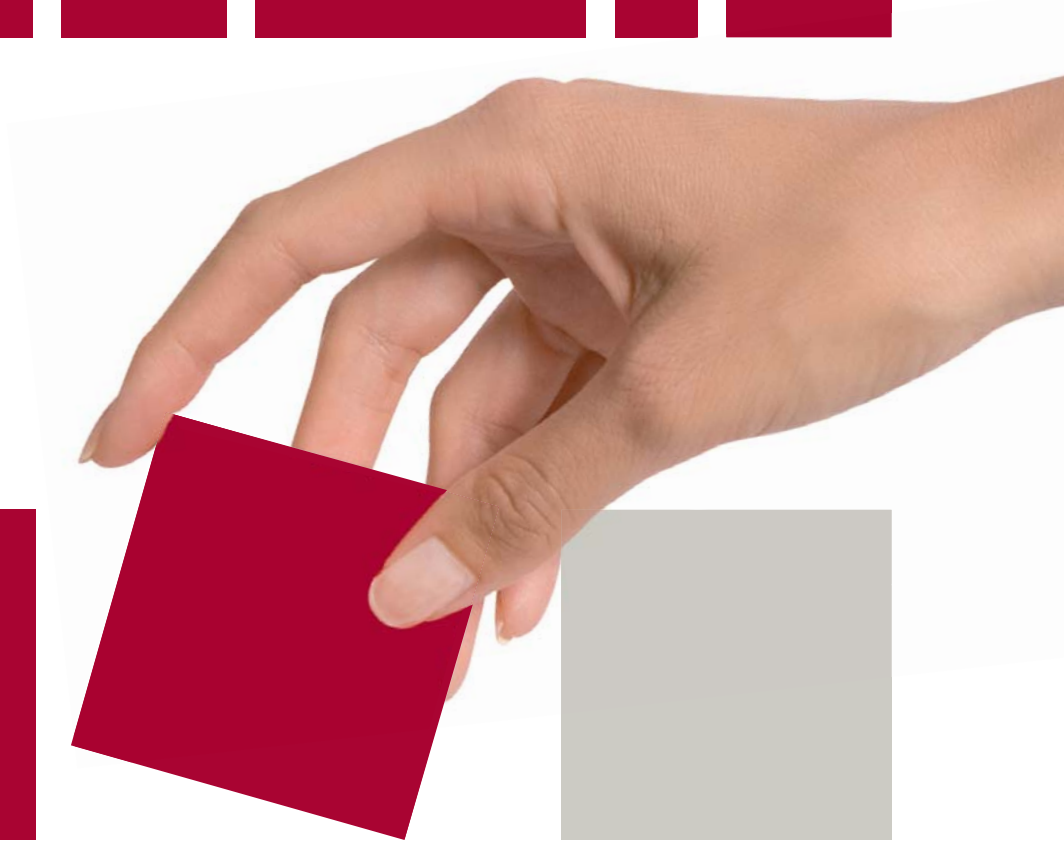
## Terminology Management

STAR's team of professional terminologists use TermStar and WebTerm to create and update multilingual glossaries for all multimedia channels. These glossaries can be individually configured and structured for any product line.

## Software Localization

STAR offers localization services for all languages. Our experts make your software and web content look and sound right for any country or market. In today's globally competitive environment, professional expert localization of a software product or website is critical for international success.









# 4 Interpreting

**STAR** provides professional interpreters who have the right qualifications for your event or situation, plus the skills for fast and accurate communication.

STAR works closely with clients and advises them in the selection of experienced interpreters based on source and target language, specialized terminology, individual needs and specific project tasks. We carefully and continually oversee all details of the assignment so that the interpreter can successfully handle the interpreting situation to the client's full satisfaction.

## **Simultaneous Interpreting**

STAR organizes interpreting and simultaneous interpreting in all languages for conferences, trade shows, meetings, presentations, congresses and other events.

## **Consecutive Interpreting**

STAR provides specialized interpreters for work meetings, training sessions, linguistic assistance and conferences.

## **Conference Interpreting**

The ideal service for meetings, contract negotiations as well as sensitive, confidential engagements.

## **Ministerial (Whisper) Interpreting**

For situations where an individual or a small group of persons cannot fully understand and speak in the language of other meeting participants.





# 5 Publishing

**STAR** offers a comprehensive range of scalable, customizable professional publishing services.

We seamlessly integrate the familiar tools of desktop publishing with our innovative solutions, making it possible to publish your information simultaneously across a variety of media channels in any format (documents, interactive surveys, web, DVD, PDF).

In effect, this integrates publishing services directly into your company's information life cycle and enables you to streamline information management, authoring and translation workflows. You get a single process from a competent partner who guarantees quality, reduced task timelines and significant cost savings.

**STAR** publishing solutions produce target language publications that consistently follow the source documentation's layout and formatting.

## Desktop Publishing

We use a variety of desktop publishing programs (Microsoft Office, QuarkXPress, Adobe FrameMaker, Adobe InDesign, Adobe Illustrator, Interleaf QuickSilver, AutoCAD etc.) to assure that all language versions of your documents are consistent in layout and typography. We walk your document through the entire information life cycle, from first draft to printing.

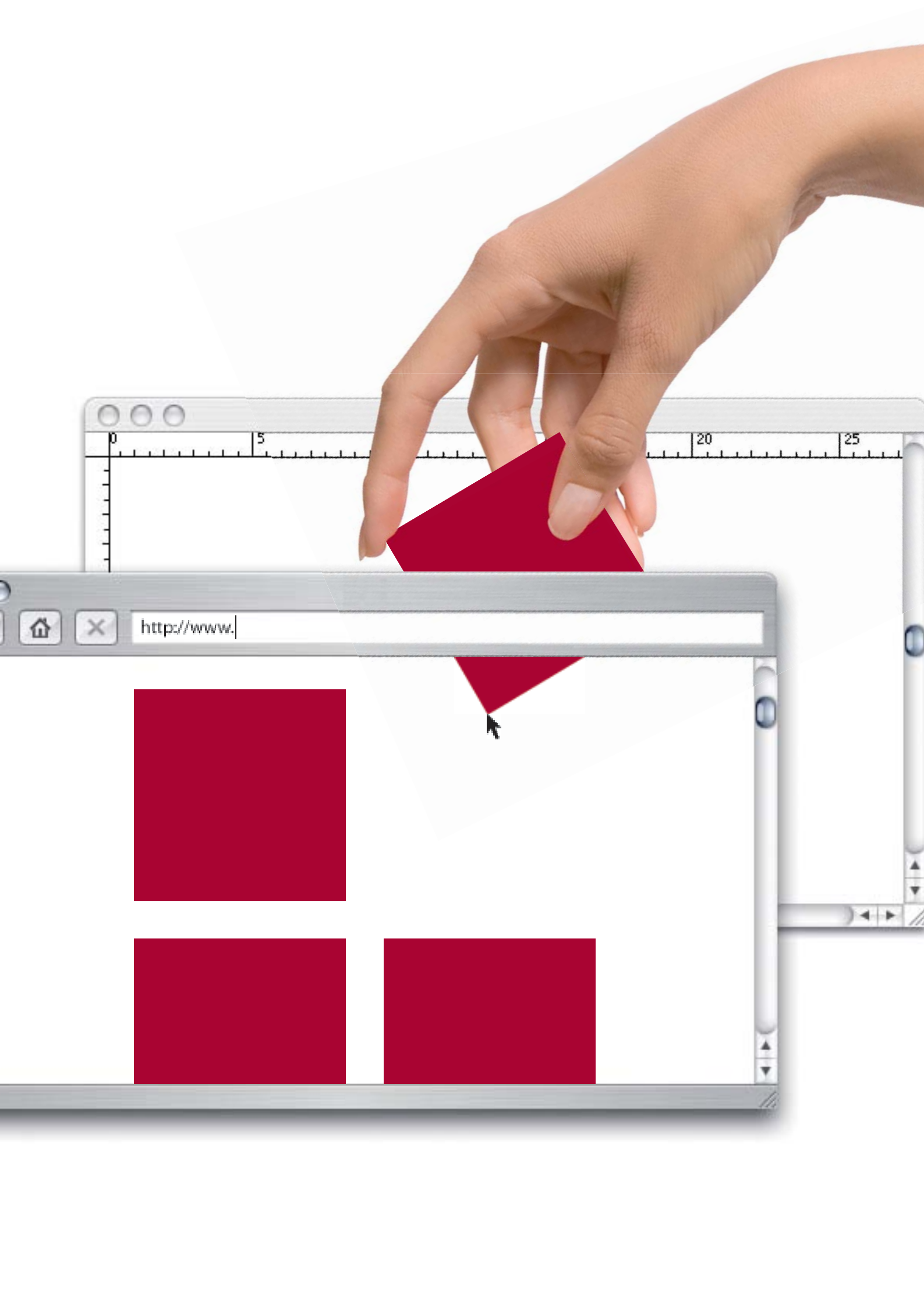
## Graphic Design and Illustration

Images can enhance a document's power to communicate and clarify complex concepts. Our graphic designers are highly skilled and use a variety of advanced tools to create high quality technical illustrations. Our graphic design services include: architectural drawing, 2D and 3D views, gray-scale illustrations, sectional illustrations for training manuals, color illustrations, icons, exploded view drawings, presentations, digital photos and photo retouching, animations, films, multimedia graphic interfaces with high ease of use.

## Automated Multi-Channel Publishing

STAR Group's software solutions position clients to simultaneously manage, query, update and publish single-source information in multiple languages for a number of delivery channels: CD/DVD-ROM, Internet/Intranet, print, web, USB. And all this with optimized and simplified processes. With our specialized expertise and STAR's integrated technologies, we have created a system that can prepare large amounts of information quickly and flexibly for all current and future media types.







# 6 Printing

While the Internet has radically changed the landscape of business communication, printed materials are still a crucial component of any successful company's information life cycle. **STAR** can actively assist you in this important communications area and offers full support for any of your printing projects. You send us your data and we deliver a printed translation to you - it's that simple.

The project manager coordinates with you on quantities, format, paper type, binding, assembles bids and helps you select the best printing solution. And we create and guarantee an exact timeline for each production step.

**STAR** helps you to streamline costs through the most practical combination of offset and digital printing. Each option offers superior quality because we select only the best suppliers with the most up-to-date printing and binding facilities.

**STAR's** knowledge of all initial and middle phases of any communication project means we can help you optimally configure your print-job workflows and get your message into the hands of your customers.

## Digital Printing

Digital printing allows you to run small and medium-sized print quantities without sacrificing top quality, high print resolution. This is a good fit for printing documents, technical manuals and instruction booklets, brochures and newsletters. Our technology for automated publishing makes it possible to make modifications to each individual product's accompanying printed documentation (manuals, instructions etc.). Here, digital printing is the perfect print solution for producing what is essentially more flexible documentation.

## Offset Printing

Offset printing offers high quality and is best suited for middle to long print runs. Offset printing is often used to produce technical manuals, instruction manuals, product catalogs, price lists, brochures, newsletters and other types of documents needed in large quantities.







# 7 Logistics

STAR's logistic solutions are yet another useful service in optimizing your information life cycle.

We consult and support you in the areas of logistics, shipping and delivery of your publications.

No detail is overlooked to satisfy each and any of your requests. An efficient coordination of logistics includes packing and quick shipping to any location.

Our system also lets you track each delivery phase through our portal. You can be sure that your printed materials arrive on time and at the right destination.

## **Packing**

Our packing service takes care of any special instructions for delivering both printed and multi-media documentation. Products are sorted and grouped according to the client's instructions and can be shipped to multiple addresses on the same day. We see to it that your information is delivered to any of your branch offices or subsidiaries, to each importer or retail customer anywhere in the world.

## **Shipping**

STAR project managers also oversee shipping processes. STAR can schedule any shipping activity to meet your exact deadlines. We work with the most reliable shipping companies worldwide.









# Software

For more than 25 years we have been refining our concepts and applications in the field of multilingual communication. **STAR Group** is the global leader in the development of integrated systems for the management and optimization of all processes related to authoring, translation and publication of technical and corporate information. **STAR's** proprietary technologies position us to offer you support and services with unprecedented quality and efficiency.


## **GRIPS** Information and Content Management

 **Innovative multilingual information management.** GRIPS is a global application with high ease of use that supports the entire life cycle of information processing, from authoring to publication. All information is stored in XML/SGML format, making it a snap to manage. GRIPS handles all data structuring and data management so that authors and editors can focus exclusively on content.


## **STAR James** Process Control and Automation

 **Automation of routine processes.** **STAR James™** automates many tasks in the translation process where automation adds value. **STAR James™** offers web-based job ordering, file upload, project tracking and control, and extensive capacity management and reporting modules. With **STAR James™**, you can create multiple work flows that can be processed in parallel. Each process step is set up as a "service", making it easy to update and expand the system. **STAR James™** can be easily integrated into existing system environments.


## **Transit** Translation and Localization

 **The powerful translation memory system from STAR.** Both businesses and translators consider **Transit** to be a sophisticated and powerful language technology solution for working with translation memory. Its powerful reporting features supply project managers with accurate project statistics for translation and related costs. Translators appreciate **Transit** for being a universal tool that works with all standard DTP applications: Adobe FrameMaker, Interleaf QuickSilver, QuarkXPress, SGML/XML, HTML, binary formats (\*.exe, \*.dll), Microsoft Office, Adobe InDesign, etc. Plus, **Transit** can leverage translations and terminology from previous projects and supports translators with useful suggestions throughout the translation process. Productivity increases, content is more consistent, and translation costs are reduced.


## **TermStar** Terminology Management

 **Quality starts with the right words.** **TermStar** is fully integrated into the **Transit** environment and enables users to quickly access existing terminology by running a concurrent search in multiple databases. This allows for terminology to be organized into useful categories and structurally stored in multiple dictionaries. The dictionaries can be launched simultaneously and viewed on the same screen, as one virtual dictionary, providing translators with optimal support in terminology research.


## **WebTerm** *Web-based Terminology Management*

 **The globalization of terminology.** **WebTerm** is the perfect solution for using term-bases online via your Intranet or the Internet. **WebTerm** enables authorized users to manage and update your company's terminology from anywhere in the world. Your teams can exchange ideas and make modifications to your terminology from different locations, making terminology maintenance faster, more cost-effective and efficient. All changes can be viewed in real time from any location globally.


## **STAR WebCheck** *Web-based Translation and Proofreading*

 **Automated quality control.** **FormatChecker** monitors your documents and can detect scores of formatting and stylistic errors. The **FormatChecker** can either be activated as an automated format check of source documents or as a quality control tool during actual content creation.


## **SPIDER** *Automated Publishing*

 **Simplified automated multi-channel publishing.** **SPIDER** is a system for automating the publication of SGML and XML data. **SPIDER** technology lets users easily compile information and quickly visualize it for a wide variety of output media. This extremely efficient solution expands publishing options, significantly decreases development times, and improves quality while lowering costs.


## **FormatChecker** *Data Quality*

 **Automated quality control.** **FormatChecker** monitors your documents and can detect scores of formatting and stylistic errors. The **FormatChecker** can either be activated as an automated format check of source documents or as a quality control tool during actual content creation.

## **MindReader** *Authoring Assistance*

 **The Delta Principle of Authoring.** Re-use of existing content is the underlying principle behind MindReader, a text memory system that locates previously written words and sentences via Transit reference material or other sources and enables the user to easily check content consistency and make any necessary updates. MindReader allows authors to focus on creating new text. MindReader is a powerful tool that enables authors to fully leverage a company's valuable content resources.

## **i-KNOW** *Interactive Communication*

 **Expand your knowledge base – a surefire solution for success.** **i-KNOW** is STAR's interactive solution for creating flexible, diverse and productive education and training processes using the latest Internet technology. **i-KNOW** motivates both employees and companies to take full advantage of training and continuing education investments. **i-KNOW** gives instructors and students the tools to create and structure training sessions that can also be integrated into other application systems (DMS, CMS, IMS).

# Industry Solution CLM

## Successful Corporate Language Management with STAR

Standardized industry-specific processes are crucial to any business's long-term, sustainable success. When a company clearly defines tasks and responsibilities, uses secure and controlled processes and monitors all activity with detailed and measurable reporting, the result is optimal use of all of deployed resources: staff, infrastructure and tasks. Such a strategy is especially applicable to product communication, an area of increasing importance.

The CLM industry solution from **STAR** is the ideal platform for better organizing your company's product communication. CLM supports collaborative tasks which in turn more strongly motivates staff and significantly improves any task's consistency and quality. The CLM Platform is configured to work with a company's specific organizational structure and facilitates linked team work between process participants across company divisions.

### The CLM Platform components include:

- ▲ CLM-Server (process control)
- ▲ CLM-Portal (web-based access)
- ▲ Transit<sup>NXT</sup>-Server (central translation memory management)
- ▲ Transit<sup>NXT</sup>-Clients (work environment for in-house translators, localization specialists and reviewers)
- ▲ Transit<sup>NXT</sup> Web-Clients (work environment for external translators, localization experts and reviewers)
- ▲ TermStar<sup>NXT</sup>-Server (central terminology management/corporate wording)
- ▲ TermStar<sup>NXT</sup>-Clients (internal authoring and translation support for corporate wording)
- ▲ WebTerm (corporate wording via Intranet/Internet)
- ▲ MindReader (TM- and TDB-based context-sensitive authoring support)

# STAR Group

## Your single-source partner for corporate product communication

The **STAR Group** is one of the global leaders for multilingual communication. The group's professional translation and software development teams support and optimize company information processes. The **STAR Group** is headquartered in Ramsen, Switzerland and includes more than 40 offices with over 900 employees, specialized in a variety of fields who work together with a multitude of partners and qualified suppliers worldwide. **STAR** boasts 25 years of experience in multilingual communication.

The **STAR Group's** international locations include: Switzerland, Italy, Austria, France, Germany Great Britain, Ireland, Spain, Portugal, Slovenia, Hungary, Czech Republic, Poland, The Netherlands, Sweden, Finland, Turkey, Egypt, Iran, Romania, Russia, China, Japan, Thailand, Vietnam, Taiwan, South Korea, Indonesia, Brazil, USA.



