

**STAR**

**STAR7**



**Integrale<sup>7</sup>**  
**Integrale<sup>7</sup>** is how we refer to STAR7's **philosophy, calling** and **DNA**, the decision **to approach the *whole* as more than the sum of its parts**, moving beyond the concept of a product information supply chain.

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## THE COMPANY

For the last 20 years,  
our product  
has been content

# For the last 20 years, our product has been content

## Information and content are our bread and butter.

At STAR7, we're interested in everything, be it design, processes, technology, language or commercial.

The world of information is our natural working environment, our product,  
and our daily mission. We put our potential at the service of our clients' potential.

We become solutions to client problems, and turn their products  
into success stories, all around the world.

For the last 20 years, we've been working passionately for businesses with capable people,  
people with ideas that change lives, and sometimes change the world.

**To us, growing means  
continuing to experience  
and tell these success stories,  
together  
with our clients**

# Our strength lies in our Integrale<sup>7</sup> approach

Integrale<sup>7</sup> is how we refer to STAR7’s **philosophy, calling and DNA**, the decision **to approach the *whole* as more than the sum of its parts**, moving beyond the concept of an information supply chain.

Integrale<sup>7</sup> means taking **responsibility for and paying attention to the product from a global perspective**. It means investing in a culture of expertise that can seamlessly cover, oversee and develop **every factor that contributes to making up a whole: the world of information and content that centers on your products**.

Whether it’s a single service or a whole suite of them, our approach is more than completely integrated: it’s **Integrale<sup>7</sup>**.

Our goal is to build an ecosystem around every commercial project, full of the content it needs to become a success story.  
We simplify the processes of creating and managing product information organically, turning intuitions into projects, procedures into strategies, and commercial vision into global products.

For STAR7,  
being innovative means  
managing content with care  
and an Integrale<sup>7</sup> approach

Our four service lines are designed to cover products throughout their entire life cycles, as closely as possible.

We turn complex information into strategic assets for our clients.

Being comprehensive  
is our strength.  
Being detailed is our passion.

Here’s what we do.

Product and process engineering

STAR7ENGINEERING

Authoring technical information  
and after-sales support

STAR7PRODUCT KNOWLEDGE

Language services

STAR7GLOBAL CONTENT

Virtual experiences and digital content

STAR7EXPERIENCE

If it’s complicated  
it’s for us



**24**  
offices around  
the world

**>1.100**  
employees



**7**  
guiding values



**Ours is a story  
of growth**





# How we got where we are

More than twenty years of growth

## Alessandria, Italy

STAR s.r.l. founded as an Italian subsidiary of the STAR Groaup, a language service provider

## Maranello, Italy

Local office opened for language services and technical authoring

## Pistoia, Italy

Local office opened for technical authoring

## Asti, Italy

STAR log s.r.l., printing services division, founded

## Turin, Italy

Local office opened for language services and technical authoring

## Belo Horizonte, Brazil

STAR Comunicação founded for language services, technical authoring and printing

## Maranello, Italy

STAR Engineering s.r.l. product and process engineering division, founded

## Alessandria, Italy

Company goes from an s.r.l. to an S.p.A.

## Dover, USA

STAR USA founded to meet demand for technical authoring and translation on the American market

## Vienna, Austria

STAR GmbH founded as an Austrian subsidiary of STAR S.p.A.

## Lugo, Italy

AD Studio s.r.l., specialist technical authoring company, acquired

## La Spezia, Italy

Opening of local office dedicated to technical authoring services for the Aerospace & Defense sector

## Tirana, Albania

STAR Albania founded as a multi-service subsidiary of STAR S.p.A.

## Troy, USA

Techworld Language Solutions, Inc., American language service company, acquired

## Córdoba, Argentina

STAR Argentina founded as a multi-service subsidiary of STAR S.p.A.

## Alessandria, Italy

STAR S.p.A. becomes STAR7 S.p.A.

## Cork, Ireland

LocalEyes ltd., an Irish company specialised in content translation and localisation, acquired



STAR7 is listed on Euronext Growth Milan

## Piacenza, Italy

Acquisition of Vertere s.r.l., a language services provider

## Turin, Italy

Lease of CAAR S.p.A. business division a company specialising in services to support process engineering

## Bozen, Italy

Lease of STI s.r.l. business division an engineering services company specialising in the Aerospace & Defence sector



Throughout the last 20 years, we have developed skills relevant to the entire life cycle of product information. We are constant in striving to improve every day. That's why we're always changing.

Looking into the future, we see a market with more and greater demand for unique partners: partners who can offer comprehensive solutions for creating and managing content for products of all kinds. That's why **we decided to take a step forward, strengthening and streamlining our multi-service platform to offer the market something unique. Hence our new name, STAR7. Seven symbolizes completeness, entirety. Complete is what we aspire to be. It is what we have always wanted.**

**This is a new identity,  
a repackaged offer  
but with the same  
skills as before**

**Change  
is in our DNA**



From 1984 to the present, the STAR Group, the network STAR7 belongs to, has revolutionized its authoring and translation processes, establishing a new technological paradigm that brings quality up... and drives costs down. The innovative technology behind STAR's CAT tool, with its integrated translation memory and terminology system, has driven a new era in creating and managing technical content. GRIPS, the world's first semantic information management system, has added to this expertise. Being part of the STAR Group has provided the foundation for our growth, and of the unique developments that have now turned us into STAR7.

**We're stronger because we're part of a Group which leads innovation in our sector. We're more global because we're part of an extensive world network. We're more focused because, as we've grown, we've recognized and addressed the needs and intuitions of our clients.**

# Unique in a global network

# The technologies developed by STAR Group

## Using technology for technical information

### GRIPS

Platform for creation, semantic classification, management and publication of product documentation in different languages.

### FormatChecker

Tool for quick, accurate, consistent formatting of documents.

### PRISMA

Portal for customized, multi-channel publication of product documentation, integrated with artificial intelligence.

### SDM

Portal for managing the life cycle of technical information, with a customizable reporting system.

### STAR EC Monitoring System

Monitoring and reporting tool for engineering changes (ECs).

### Approval Portal

Portal for managing and reporting on the workflow for validating content and logistics for printing.

### CMS Custom Solutions

Customized web-based solutions for creating and managing technical documentation.

## Special technologies for advanced language services

### STAR CLM

Platform for managing language services, integrating terminology functions, delivering machine translation, online revision and tracking of project costs and progress.

### STAR Transit

Powerful translation tool with functions of localization, multimedia content management and machine translation.

### STAR MT

Web-based machine translation engine.

### TermStar

Advanced terminology management system for translation and for accurate and effective communication in all target languages.

### WebTerm

Portal with access to terminology databases, for sharing and updating information in real time.

### CLM WebEdit

Web-based tool for online translation and revision.

# Technology is in our soul



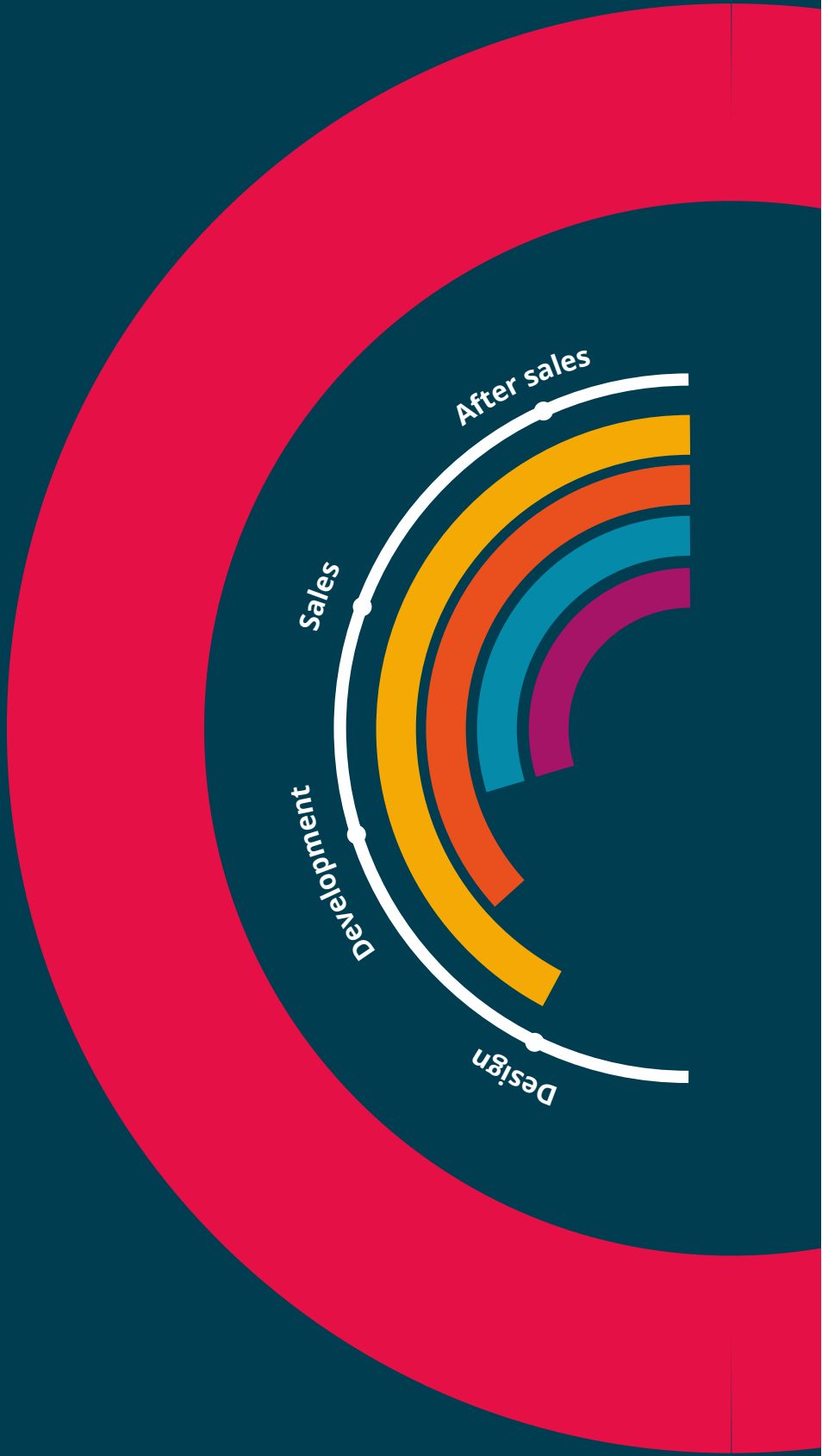
# **OUR SERVICES AND DIVISIONS**



# Integrale<sup>7</sup>

STAR<sup>7</sup>ENGINEERING  
STAR<sup>7</sup>PRODUCT KNOWLEDGE  
STAR<sup>7</sup>GLOBAL CONTENT  
STAR<sup>7</sup>EXPERIENCE

PRODUCT LIFE CYCLE



**Our services allow us  
to cover the entire product  
life cycle for our clients**





# Designing together

STAR7 Engineering helps Italy's biggest industrial groups with process design and management. We offer the kind of engineering excellence that helps partners achieve global leadership. The STAR7 Engineering service line covers engineering for any and every industrial product. This service is available from the

very first stage of CAD for components, when a product idea first becomes a reality. If you need to develop an industrial production process, standardize procedures or make products sustainable, our Engineering solutions represent the strategic choice that can turn good ideas into commercial triumphs.

1

## Product engineering

CAD for components,  
for creating products.  
Engineering for complex  
commercial projects.

2

## Process engineering

Feasibility analysis  
of development, assembly  
and supporting industrial  
processes for products.

## Sectors

Aerospace & Defence  
Agriculture & Construction Equipment  
Air Conditioning & Home Appliances  
Automotive  
Automotive Premium  
Engineering & Automation  
Machinery & Tools  
Nautical  
Rail



# What we can do





Product information is more and more of a strategic asset when it comes to industrial production and positioning products in the market.

STAR7 Product Knowledge offers all the support and technical authoring services that make product information a commercial advantage for our clients. Our teams' technical skills, our semantic information management and the interaction between our authoring platforms and our clients' management systems give a rare

potential to our approach to creation, management and multi-channel publication of technical content. STAR7 Product Knowledge covers every phase of product documentation, be it user and maintenance manuals, all kinds of after-sales assistance, training, e-learning or the most complicated consultation for advanced project management, specifically and innovatively. We start with project information and set new product information standards.

**A world of expertise  
built through  
accumulating  
information**

1

## Product information

We believe in being the go-to company for product information. We use CMS and tools made by us, bought by us or provided directly by our clients to satisfy all needs and every request for customization. STAR7's integrated services can be used in industry, commerce, aerospace and defense, thanks to our special tools for managing CSDBs and IETPs. In addition, we've adopted specific standards like S1000D and S2000M for technical publishing and parts catalogs.

### Technical information

Technical authoring service for user manuals and documents for maintaining products throughout their life cycles, (like user information, maintenance, repairs and troubleshooting).

### Product definition

Authoring product features using surveys, mathematics and 3D modeling. We employ authoring teams and enterprise resource planning (ERP) experts to use their platforms to collate and check all pertinent information for defining products, inserting them in the information process and predicting and adding up both costs and logistics for entire life cycles.

### Spare parts catalogue

Authoring and design service for parts catalogs, including everything from defining products and identifying parts, to rendering technical illustrations, both static and interactive.

### Wiring diagrams

Authoring and managing static or interactive wiring diagrams, optimized for diagnostics and repairs.

### Labor time

Service surveying, analyzing and publishing labor times needed for diagnosing, maintaining and repairing products.

### NATO Codification system

Procedure for assigning NATO codes to all parts found in military products.

### IT Custom solution

Customization service for multilingual portals, delivering interactive, dynamic consultation of technical information by end customers or assistance networks. Completely customizable consultation of information from any data source.

### Smart diagnostic

Advanced remote diagnostics service for identifying and resolving faults, combining big data and data probability structures.

2

## After-sales assistance

### Customer care

Multilingual and multi-channel (e-mail, phone, messaging) support service for managing relationships with end customers, staffed by product experts.

### Technical help desk

Multi-lingual support service for assistance networks addressing diagnostics, repairs and maintenance of products in use.

3

## Digital after-sales solutions

### Virtual reality

Thanks to the latest VR technologies, Digital Twin provides an innovative after-sales service for creating and managing after-sales documents. In a completely virtual workshop, our specialist can get detailed experience of every operation using a "virtual twin" of the product to be analyzed.

### Artificial intelligence

Facilitates and speeds up diagnostics and repair work, offering users information they need on demand based on how much experience they have. PRISMA artificial intelligence facilitates and accelerates complex working processes that aren't easy to automate.

### Mixed reality

Using Digital Wiring 7 (DW7), we provide an innovative, virtual assistance service for diagnostics, overlaying wiring diagrams on the physical product, reducing diagnostics and repair times.

# What we can do



## 4

### Training

#### Training & e-learning

Training services employing teaching units based on SCORM and AICC standards, starting with content produced for technical documents and to be reproduced on any learning management system (LMS) or e-learning platform. Technical and commercial training in classrooms.

#### Virtual training

Virtual training service with immersive experience in a 3D workshop, not requiring the physical product.

### Sectors

**Aerospace & Defence**

**Agriculture & Construction Equipment**

**Air Conditioning & Home Appliances**

**Automotive**

**Automotive Premium**

**Engineering & Automation**

**Machinery & Tools**

**Medical Devices**

**Rail**

## 5

### Consultancy

#### Service ability

Analysis and virtual and physical simulation of repair and maintenance procedures, to assess ease of product assistance.

#### Technical staffing

Thorough consultation service for project management, planning and complex analysis.

#### Integrated logistic support

Integrated logistic support (ILS) service, total organization for managing product function, in terms of reliability, testability, safety and maintenance.

## 6

### Certifications

#### CE Certification

Authoring service for technical documents needed for machines to run in line with CE rules. Writing technical files with analysis of specific regulations, calculation reports, control wiring diagrams, plans and lab tests.





STAR7 Global Content provides language services that take our clients' products around the world. For more than 20 years, we have encouraged businesses to grow in international markets, with advanced translation management processes integrating our own technologies. We have direct contact with over 5,000 translators. We have 700 project managers in 50 offices in 30 countries, all of them part of the STAR Group network. In Italy, our 50 project managers manage this vast network of professionals. This network

is unparalleled in the language services market due to careful management work, seamlessly amalgamated with specific technical skills and technological support infrastructure. Anyone needing effective translation of content, or specific copywriting services in other languages, interpreting resources, or management of company glossaries, will find a truly global partner in STAR7 Global Content. At STAR7, we move client information, content and business beyond all geographic boundaries.

**We help our  
clients go global**

1

## Language services

### Translation

Translations of every kind. Manuals, websites, press releases and e-commerce, from the world of fashion to the world of cars, from government communication to documents by regulatory bodies, to and from every language on the planet.

### Software localization

Translation of labels, messages, online help and screenshots. For every software application and operating system: Windows, Mac OS, Unix, Linux, Android and iOS. Integrated management of content, menus, dialog boxes, error messages and all other user information.

### Copywriting & transcreation

Creation of editorial content in other languages. Creative adaptation of translated texts for campaigns with impact. Translation of advertising campaigns and multilingual digital marketing via all channels, traditional and social media, alike. Analysis of linguistic registers and adaptation to client's tone of voice.

### Machine translation & post-editing

Automatic translation, both statistical and neural. Use of all kinds of engines, whether created or bought by our company. Management of integrated translation workflow.

### Interpreting

Interpreting service for events, meetings, conferences and courses in all fields and languages. Real-time and semi-real-time transcriptions for assemblies and meetings of all kinds.

2

## Consultancy

### Terminology management

Composition and maintenance of entries in a company glossary. Structuring of fields of interest: definitions, examples, contexts, images and multimedia support content. Management

of terminology, extraction of termbases from all kinds of sources, integrated solutions, style guides, controlled natural languages and terminology portals. Terminology workflow creation, with online additions and comments. Available in-house terminologist provides client advice and manages terminology within complex organizations.

### Translation memory setup

Service that guides clients in recovering existing translations, then migrates those translations into a database compatible with any CAT tool plus quality checks (TM Cleaning).

# What we can do

3

## Multimedia

### Dubbing, voice-over and subtitling

Dubbing, subtitling and voice-over for multimedia content, from training courses to entertainment. Integrated project management from translation to creation of time codes, from recording to editing, with a wide range of voice talents.

4

## Learning & Development

### Global Leadership Development Program

Expanding and empowering leadership teams with tailored training by expert instructors. Unique structured activities, processes and evaluations to achieve success. Focus on enhancing the effectiveness of culturally and behaviorally diverse leadership teams.



## Intercultural Training

Tailored programs to meet specific intercultural needs with measurable and attainable outcomes. Virtual, in-person and blended classes in Business Intercultural Training, Expatriate Intercultural Training, Intercultural Aptitude Assessments, Intercultural Coaching, Repatriation Training and Youth Training. Intercultural Counselors available in over 125 countries.

## Language Training

Programs customized to meet learning objectives through learning style assessment and with the latest training resources. Different teaching methods, materials and technology. A variety of native-speaker instructors, matched to customers and following ASTM Standards. In-person and remote classes on conversation practice, vocabulary, grammar and real-life scenarios in 70 languages and cultures.

## Industries

- Aerospace & Defence
- Agriculture & Construction Equipment
- Air Conditioning & Home Appliances
- Automotive
- Automotive Premium
- Bike & Motorbike
- Digital & Information Technologies
- Engineering & Automation
- Fashion
- Finance
- Food & Drink
- Furniture & Design
- IT, Software & Technology
- Luxury & Retail
- Machinery & Tools
- Media & Communication
- Medical Devices
- Nautical
- Pharma
- Public Utilities
- Rail
- Sport & Sport Equipment



What we can do



STAR7 Experience employs a marriage of technology and imagination. It permits you to understand what will happen tomorrow... today. Thanks to continuous innovation, we can experiment with how products will behave and what will happen to them... before they're actually created. We simulate functions and features of maintenance, starting with designs of certain components, eliminating the need for costly prototypes.

We can develop virtual training courses in immersive environments, to learn without having to possess the physical product.

We can configure a product before it is launched commercially, or describe its features in a marketing campaign before it's actually produced.

This is STAR7 Experience, where engineering and imagination work together to create the world of tomorrow... today.

# Where engineering meets imagination



# What we can do



1

## Virtual reality

### Virtual product configuration

Service for customizing products in photorealistic quality and seeing them before they're commercially launched.

### Augmented reality

Mixed reality service for making the physical product line up with supporting 3D technical information.

### Immersive reality

Immersive design service for studying the features of a product in the pre-production stages.

2

## Creativity

### CGI, VFX and 3D art

Technologies for creating videos and shooting in photorealistic virtual reality, to contain costs and advertise the product before producing it.

### Graphic design

Creative 2D product communication.

### Video & animation

Creation of CGI product videos with a technical slant, to describe product function

## Sectors

Aerospace & Defence

Agriculture & Construction Equipment

Air Conditioning & Home Appliances

Automotive

Automotive Premium

Bike & Motorbike

Engineering & Automation

Fashion

Food & Beverage

Furniture & Design

Luxury & Retail

Machinery & Tools

Medical Devices

Pharma

Rail

Sport & Sport Equipment

Creative Lab is our research and development center, the innovative driving force in STAR7. It's where we develop our most futuristic ideas and plan the digital transformation of our company and services. It's where we create our future and that of our clients. The Creative Lab never stops. It works on a Cartesian plane where the X axis

is application specialization and the Y axis is service integration. Our suite brings together all the needs STAR7 has identified in its work, responding to those needs via a platform which designs, configures, learns and runs diagnostics in virtual spaces. Five technological solutions for going beyond the limits of space and time.

## STAR7 CREATIVE LAB

We develop  
new digital horizons





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## ALCOR

A **training platform** using immersive virtual reality, to encourage learning beyond the limits of long-distance.

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## MIZAR

An **immersive design** tool for studying the features of a product in the pre-production stages.

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## ANTARES

An **immersive reality configurator** that ensures an all-encompassing experience when customizing the product.

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## DIGITAL WIRING 7

An innovative diagnostics service that can overlay wiring diagrams onto the physical product, bringing down diagnostics and repair times.

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## S7 DIGITAL TWIN

An innovative solution for creating and managing after-sales documents in a virtual office, using VR technology.

# STAR7 Creative Lab

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# THE VALUES THAT INSPIRE US

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Seven values  
that push us to improve,  
every single day

We can only grow if we know who we  
are. We can only be big if we know our  
limits and know what we want.  
We are people who work with people,

for the best possible outcomes.  
These are our shared values.  
They inspire us, excite us and engage us.

1

## #Relationship

**We're centred on the customer.**

It's thanks to our customers that we grow in expertise, capacity and ambition. That's why we devote our constant efforts and enthusiasm to seeking the best possible result, for a relationship that's built to last, on trust.

2

## #Responsibility

**Other people's opportunities and problems are ours too.**

We believe that the work and conduct of each one of us can make a difference, at our company and with our customers. And we do all we can to act accordingly.

3

## #Listening

**We listen first, to give valuable answers.**

Our work is based on relationships between people, customers and colleagues. And we believe that only by listening to people with respect and sensitivity can we appreciate problems and identify solutions.

4

## #Integration

**We believe in the strength of the whole.**

We've built our identity, our future, our growth and the growth of our customers on the integration of expertise, perspectives, talents and solutions.

5

## #Transparency

**Conscious and direct, about potential and limitations.**

We believe in sincerity and fair-dealing as the fast-track to constructive, expeditious communication able to encourage the free exchange of ideas and get results.

6

## #Evolution

**We never stand still.**

We grow, learn and change continuously to develop together with our clients and their projects in a fast-moving market.

7

## #Creativity

**Envisioning tomorrow is the driving force that guides us.**

We strive every day to conceive what no one ever has before and put our creativity to work together with technology to offer simple, new solutions that are truly fit for purpose.

# Offering custom solutions for your commercial projects is our goal

Here are our contact details. So we can talk with each other.

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