

STAR7 EXPERIENCE

**STAR7** EXPERIENCE



## Integrale<sup>7</sup>

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

## EXPERIENCE

- p. 6 Creativity and engineering of the imagination
- p. 7 We can make the unreal real
- p. 8 An Integrale<sup>7</sup> creative approach

## OUR SERVICES

- p. 12 When technology meets imagination
- p. 14 What we can do
- p. 18 Our global technologies
- p. 20 STAR7 Creative Lab
  
- p. 22 The values that inspire us
  
- p. 26 Our contact details

# CONTENTS

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# EXPERIENCE

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## Creativity and engineering of the imagination

We came into existence as a division of STAR Engineering's operations in 2014. We've come a long way since then: in a few years, we've become a creative unit capable of representing and communicating products, taking technical and engineering know-how as the starting point.

**Today we're an independent, integrated service line within STAR7, a place where technology meets imagination, imagination meets creativity, and creativity meets technology every day.**

The result is a unique offering that has brought seemingly irreconcilable worlds together and found the meeting point between distinct elements, like a tree rooted in knowledge with its foliage extending into the sky. Every day, STAR7 Experience transforms industrial projects into elements that are irreplaceable in terms of technical and emotional product experience.



The reality we deal with often doesn't exist, or rather, doesn't exist yet.

**So our job is to imagine, but with a goal to achieve, a challenge to face, an idea to effectively launch into the future.**

We can drive the most ambitious projects, providing the virtual terrain in which to bring them into existence and grow and form them in real time.

**Starting from a simple intuition, the project can come to life in an instant:** we reproduce every little detail with extreme fidelity thanks to **Computer Generated Imagery (CGI)**, through **3D views, animations and visual effects for images, videos and interactive applications**; we also use and develop **AR and VR technologies** to break down the barriers of space and time and **create unique, intuitive, innovative product and service experiences.**

We invest constantly in training our people and keeping them up to date, so they become cohesive teams in which everyone can develop their talent and the expertise needed to face and solve problems creatively and innovatively. **Our customers are more like partners, willing to work with us to achieve a joint result that previously seemed impossible but has become possible from the starting point of our collaboration.**

## We can make the unreal real



## An Integrale<sup>7</sup> creative approach

We're passionate about being cross-media and working across different areas is in our genetic code.

**We can follow a product over its entire life cycle: we can display it** even before it's made, **configure it** in a virtual environment, **and communicate it** with experiential marketing campaigns and highly creative communication. **But we don't stop there. That's why we created Integrale<sup>7</sup>.**

**Integrale<sup>7</sup>** is how we refer to the philosophy, calling and **DNA of STAR7**, 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 and taking care of a global product vision. And this is the unique approach we offer our customers.**

For STAR7 Experience, Integrale<sup>7</sup> involves a natural dialogue with the other service lines, drawing on all their engineering, editorial, linguistic and commercial know-how to acquire an advantage without parallel on the market.

**STAR7 Experience  
creates and designs  
advanced digital experiences**

Our Integrale<sup>7</sup> approach also unfolds through five specific service lines, able to cover the entire product information life cycle:

### **STAR7**EXPERIENCE

VR, AR, 3D and computer graphics

### **STAR7**ENGINEERING

Product and process engineering

### **STAR7**PRODUCT KNOWLEDGE

Technical product expertise

### **STAR7**GLOBAL CONTENT

Advanced language services

### **STAR7**PRINTING

Printing, packaging and kitting

**Being Integrale<sup>7</sup>  
is in our nature**

# OUR SERVICES

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With STAR7 Experience, we **apply technology to imagination.**

Previewing and better appreciating what will happen in the future: continuous innovation means that we can experience how products will behave, what will happen to products before they become a reality.

Simulating functions and maintenance characteristics starting from the design of certain components, without having to resort to expensive prototyping.

Developing virtual training courses in immersive environments for learning even in the absence of the physical product.

Configuring a product before its commercial launch or communicating its characteristics in a marketing campaign before it has gone into production: **this is STAR7 Experience, where engineering and imagination work together to create the world of tomorrow, today.**

# When engineering meets imagination



# What we can do



1

## Virtual Reality

### Virtual product configuration

**Photorealistic-quality product customisation** service before commercial launch.

Unlimited, genuine and tangible customisation that leaves no room for doubt or uncertainty.

A service capable of offering the imagination everything desired here and now to anticipate the future. The product is already live, to be experienced and reshaped, detailed and admired. A virtual reality more genuine than the real one.

### Augmented reality

**Mixed reality service to correlate 3D technical information with the physical product.** It reduces time spent searching for information, increasing intervention time, thanks to a mix of technology and reality that permits a perfect union of virtual information to support physical work.

### Immersive reality

**Immersive design** service for rapid prototyping that offers the possibility of implementing and testing the features and functionality of a product in the stages before production. It brings physical and digital workspace together; interaction with the virtual model generates a product with great importance for the following stages of development, optimising times and reducing the economic impact on the production cycle.

## Creativity

### CGI, VFX and 3D art

Technologies for creating photorealistic videos and footage that can keep costs down and communicate the product even before production. Specialised teams of professionals, who have made a career of their passion, enable the production of state-of-the-art visual, audiovisual and 3D products.

### Graphic design

**Creative 2D product communication.**

From looking for innovative moods and layouts, to proposing high-quality graphic designs. Teams trained daily in experimentation and creativity allow for the creation of communication products that are always one step ahead.

### Video & animation

**CGI video production** for all sectors of industry and commerce. Videos that can satisfy any communication requirement: advertising, product or technical.

## Industries

- Aerospace & Defence
- Agriculture & Construction Equipment
- Air Conditioning & Home Appliances
- Automotive
- Automotive Premium
- Bike & Motorbike
- Engineering & Automation
- Fashion
- Food & Drink
- Furniture & Design
- Luxury & Retail
- Machinery & Tools
- Medical Devices
- Pharma
- Rail
- Sport & Sport Equipment



# What we can do





**Antares**  
The heart of the experience is the software that enables a 4D product presentation experience never seen before.

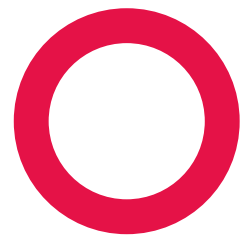
Antares can combine the **quality and flexibility of 3D with the fourth dimension, time.**

The result is an engine capable of providing a **real-time, interactive and fully customisable product presentation.**

Thanks to a digital environment with photorealistic rendering, the interactive functionality offered by the dashboard and the specific options that can be activated in the case of a VR hardware system, Antares engages the user in a **dynamic, in-depth exploration of the details, characteristics and functionality of any kind of product, shifting sales from the perspective of an onlooker to an immediate experience** and transporting the user into a new digital reality.

But that's not all. **Antares also means content.**

Every presentation, exploration and simulation sequence can be extracted and converted into high-resolution, functional cross-platform 3D images and videos.



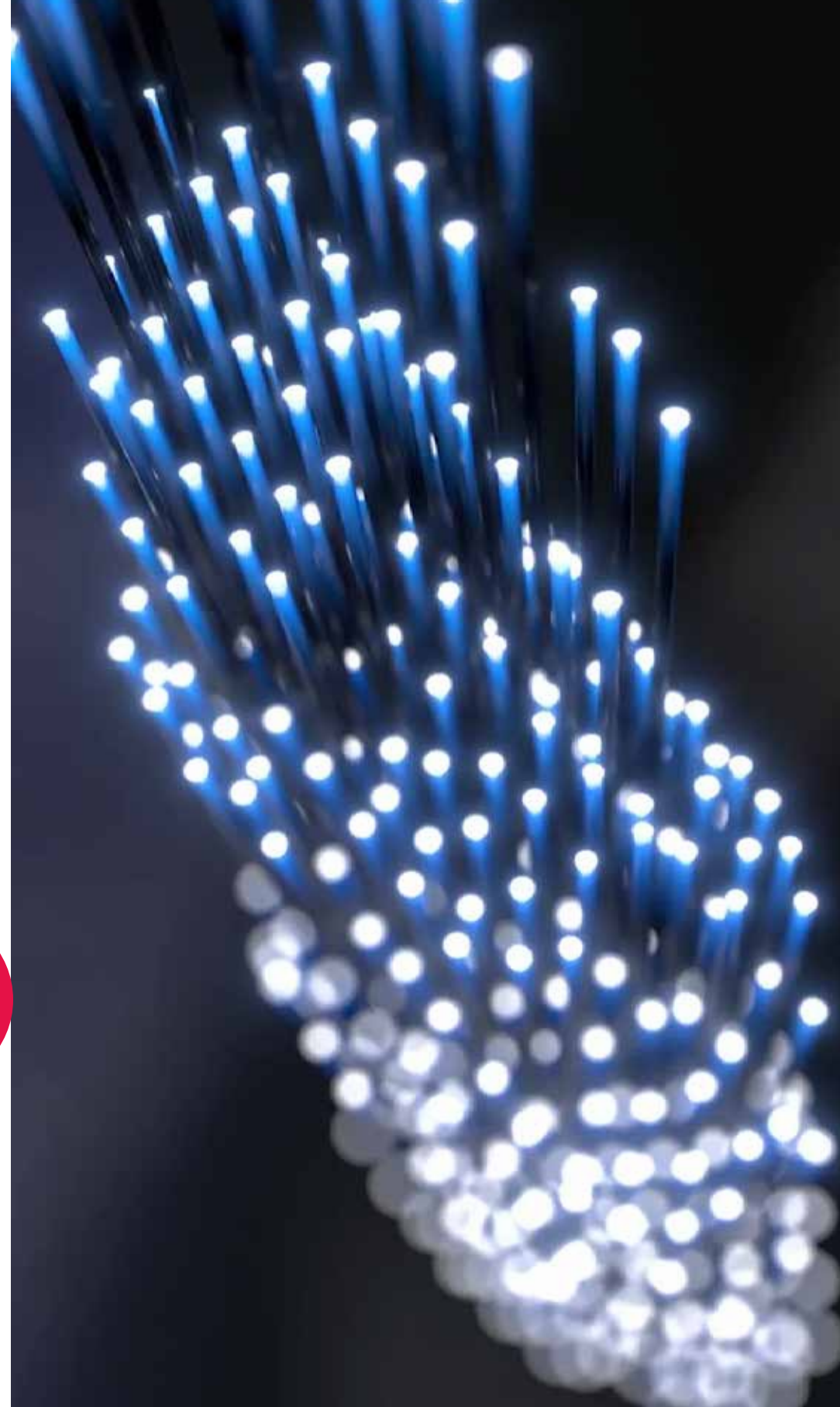
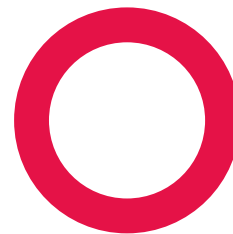
**Our global technologies**





**Alcor**  
Immersive  
virtual reality  
training platform  
designed to  
promote learning  
and overcome  
physical  
distance.

It is innovation that promotes **rapid, remotely accessible learning without a need for the real physical model.** The platform features two training solutions, single-player and multi-player, with a structure that offers both on-demand, autonomous use of content and real time participation in a virtual classroom.



**Mizar**  
Immersive  
design software:  
offers an  
experience  
of perceived  
product  
quality in the  
stages before  
production.

Thanks to a **virtual room** offering a **1:1 scale photorealistic view of the 3D model using VR technology**, Mizar enables development in processes by offering the **possibility of studying and testing the characteristics and functionality of a product even in the stages before production**, providing a **hyperrealistic experience of perceived quality**. By combining physical and digital workspace, through concrete interaction with the virtual model, **it configures the product for the following stages of development, allowing times to be optimised and economic impact on the production cycle to be limited.**







# STAR7 CREATIVE LAB

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## New digital horizons

**STAR7 Creative Lab is our research and development centre, the innovative driving force behind STAR7.**

Here we develop our most futuristic **ideas**, devise and plan **the digital transformation of ourselves** and of our services to build our future and that of our customers.

The Creative Lab never stops. It operates on a plane which has **specialisation of applications** on the Y axis and **integration of services** on the X axis.

Our suite collates every need that STAR7 has identified in the course of its activity, responding with a platform enabling **design, configuration, learning and diagnosis in virtual spaces.**



In addition to **Mizar** and **Antares** technologies, STAR7 Creative Lab has created **three more technological solutions designed to overcome the limitations of space and time:**

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## **DIGITAL WIRING 7**

This is an **innovative augmented reality diagnosis service** that allows you to superimpose wiring diagrams on the physical product, drastically reducing diagnosis and repair times.

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## **S7 DIGITAL TWIN**

This is an **innovative solution for creating and managing aftersales documentation in a virtual workshop**, thanks to VR technology.

# **STAR7 Creative Lab**

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# THE VALUES THAT INSPIRE US

## Seven values drive us to improve

We can only grow if we know who we are; we can only have significance if we know our limits and our desires. We are people who work with people to

get the best possible result. These are our shared values. That which inspires us drives our passion and enjoyment of what we do.

1

## #Passion

**We're driven by a passion for what we do.**

We have a passionate desire to improve ourselves, our work, and our services and solutions for our customers.

2

## #People

**We care about people.**

Our work is founded on interpersonal relationships, not corporate ones, because we believe that it's people that make the difference, people and their capacity to establish and sustain relationships of trust.

3

## #Responsibility

**We are all responsible.**

We know we're part of a bigger system in which our customers' opportunities and issues are always ours, too.

4

## #Integration

**We think in an integrated way.**

We aim for integration in every possible form: in skills, solutions, joint analysis of problems with customers, and in work between teams.

5

## #Creativity

**We believe in the power of creativity.**

If there is a sense of reality, there must be a sense of possibility.  
Imagination guides our actions.

6

## #Awareness

**We are self-aware.**

We're focused and know our strengths.  
We want to be present and balanced, giving relevant and useful answers in a challenging market and world.

7

## #Sustainability

**We want to be sustainable.**

For us, sustainability is the ability to create the conditions for a balanced present and a positive future. For us and our customers.



# Our goal is to offer tailor-made solutions for your industrial projects

Here are our contact details so we can discuss it, together.

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# Our contact details

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[STAR-7.COM](http://STAR-7.COM)