STAR7 GLOBAL CONTENT

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CONTENTS

Integrale⁷

Integrale⁷ 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.

GLOBAL CONTENT

A market without borders

Over the past 20 years, we have built up a provider capable of responding to any linguistic need. We have grown together with the requests of our customers, trying to be better every day.

Today's STAR7 Global Content is a leading Language Service Provider within Italy and one of the most important globally, an organisation made up of competent, talented people supported by cutting-edge technology, capable of offering its services throughout the world.

A linguistic community integrated with the international provider system, where a humanistic approach to language and technological approach to organisation result in the ideal partner for writing and translating success stories.

We work to break down borders and to communicate content all over the world.

We manage our translators with great care and passion so that everyone can contribute to their assigned projects in the most specific and productive way possible. Our project managers are cosmopolitan lovers of their profession who organise their working groups so that everyone can feel they are an integral part of a single, global, professional community.

We take our customers' content wherever it's needed and translate it so that they can convey any message to anyone, in any language.

Our structure allows us to process large quantities of data, as in the field of translating manuals, but we're passionate about details, like those needed for transcreation in corporate marketing.
People are the heart and technology is the driver of our organisation.

Cosmopolitan and integrated

The Integrale⁷ linguistic approach

In an increasingly global market, our answer is to build a company capable of providing global answers. That's why our structure includes Global Content as a language service in dialogue with the other STAR7 service lines.
But we don't stop there. That's why we created Integrale⁷.

Integrale⁷ 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. **Integrale⁷ means taking responsibility and taking care of a global product vision. And this is the unique approach we offer our customers.**

For STAR7 Global Content, being Integrale⁷ means an awareness of the bigger picture, of being part of a larger whole. It means being flexible enough to be part of a workflow; it means being adaptable and allowing integration of our proprietary technologies with our customers' content creation processes; it means controlling and directing workflows in order to reduce times for output, lower costs and increase product quality.

Our **Integrale⁷** approach also unfolds through five specific service lines, able to cover the entire product information life cycle:

STAR7 GLOBAL CONTENT
Advanced language services

STAR7 ENGINEERING
Product and process engineering

STAR7 PRODUCT KNOWLEDGE
Technical product expertise

STAR7 PRINTING
Printing, packaging and kitting

STAR7 EXPERIENCE
VR, AR, 3D and computer graphics

For STAR7 Global Content, being Integrale⁷ means an awareness of the bigger picture

Being Integrale⁷ is in our nature

From 1984 up to the present day, the STAR Group network, of which STAR7 is a part, has revolutionised content creation and translation processes, introducing a new tech paradigm capable of increasing quality and lowering costs.

The technological innovation provided by CAT tools – featuring integrated translation memory and terminology management – and the development of GRIPS – the first semantic information management system – opened the door to a new era in content management. Belonging to the STAR Group was the foundation of our growth and the development of the specific qualities that led us to become STAR7 today.

Unique, in a global network

Stronger because we're part of a Group that has brought innovation to our sector, more global because we're part of an extensive global network, more specific because we've grown alongside our customers, embracing their insights and meeting their needs.

STAR7   • STAR Group

OUR SERVICES

With **STAR7 Global Content** we develop language services that can take our customers' products all over the world. For more than 20 years, we have been promoting the growth of companies on international markets with increasingly advanced translation management processes thanks to the integration of our proprietary technologies.

Being part of the STAR Group network, combined with attentive management that harmonises specific skills and innovative procedures in a dynamic and multicultural work environment, allows STAR7 Global Content's more than **50 project managers** to maintain direct, constant contact with over **5000 translators and 700 project managers located in 50 offices in 30 countries around the world: a network of professionals unrivalled on the language services market**.

Everyone who needs an effective **translation** of their content, but also of those more specific services of **foreign-language copywriting** to support brand identity, **interpreting** and **managing of the company glossary**, will find STAR7 Global Content a truly global partner capable of taking information, content and business beyond any geographical boundary.

We help our customers to achieve global reach

What we can do

1

Language services

Translation

Translations of any kind. Manuals, websites, press releases, e-commerce, from the world of fashion to automotive, from institutional communication to documents of regulatory bodies, to and from all the world's languages.

Software localisation

Translation of labels, messages, online help and screenshotting. For any software application and operating system: Windows, MacOS, Unix, Linux, Android and iOS. Integrated management of content, menus, dialog boxes, error messages and all information for the user.

Copywriting & transcreation

Creation of editorial content in foreign languages, on all channels, online and offline. Creative adaptation of translated texts for high-impact campaigns, translation of advertising campaigns, multilingual digital marketing, analysis of linguistic registers and adaptation to the customer's tone of voice.

Machine translation & post-editing

Machine translation, both statistical and neural. Use of any type of commercial and/or proprietary engine. Integrated translation workflow management.

Interpreting

Interpreting services for events, meetings, conferences and courses in all fields and languages. Real- and semi-real-time transcriptions for general meetings, boards of directors, committees and meetings.

2

Consultancy

Terminology management

Preparation and maintenance of company glossary entries. Preparing relevant field structure: definitions, examples, contexts, images and supporting multimedia content. Terminology management, terminology database extraction from any type of source, implementation of integrated solutions, style guides, controlled languages, terminology portals. Creation of terminology workflows, with additions and comments via web. In-house terminologist for consulting services at the client's premises, for the management of terminology within complex organisations.

Translation memory setup

Service to accompany the customer in retrieving existing translations, subsequent transformation into a database compatible with any CAT tool and quality check (TM Cleaning).

3

Multimedia

Dubbing, voice-over and subtitling

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

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

Luxury & Retail

Machinery & Tools

Media & Communication

Medical Devices

Nautical

Pharma

Public Utilities

Rail

Sport & Sport Equipment

What we can do

Language technologies developed by STAR Group

STAR CLM
Language service management platform.
It incorporates terminology functions, machine translation, online review and cost and project progress tracking. It dialogues with the main CMSs.

Transit
Advanced software that uses translation memory to optimise times and maximise performance.
It incorporates localisation, multimedia content management and machine translation functions.

STAR MT
Automatic translation tool.
It can produce large volumes of translation, considerably reducing costs and facilitating the work of the teams.

TermStar
Terminology management tool to make product communication nimble, uniform and unambiguous.
It includes terminology analysis functions able to facilitate the work of authors and translators by improving translation quality control.

Web Term
Portal for accessing terminology databases, for sharing and updating information in real time.
It responds to the complex requirements of terminology management, allowing database access to many users working in different parts of the world.

CLM WebEdit
Web-based online translation tool that allows revisions even without using specific software applications.
This technology offers editing tools for modifying the content, real-time preview and change history, all via web.

STAR7 technology

SDM
Technical information life cycle management portal with customisable reporting system.
It can produce dedicated reports on the main stages of the authoring, translation and printing processes.
It supports the MySTAR and MySTAR Print vertical applications for managing the translation and print-on-demand workflow.

Our global technologies

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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