

STAR7 ENGINEERING

STAR7 ENGINEERING



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.

ENGINEERING

- p. 6 Engineering as a flow
- p. 7 Project partners
- p. 8 An Integrale⁷ process

OUR SERVICES

- p. 12 Designing together
- p. 14 What we can do
- p. 16 How we work:
the E-suite system
- p. 18 Our technologies
- p. 20 STAR7 Creative Lab

- p. 24 The values that inspire us

- p. 28 Our contact details

CONTENTS


ENGINEERING

Engineering as a flow

We came into existence as a STAR Group business unit in 2010, to assist leading Italian and international automotive industrial groups with their design work and process control.

Growth immediately proved to be exponential and in 2014 we were already STAR Engineering, a service line which was independent but indispensable for all advanced industrial processes, capable of engineering any project and turning business ideas into success stories.

Today we are STAR7 Engineering, a strong division with all the people, expertise and technologies required to face any challenge and achieve any production target.



We base our approach to engineering on establishing stable teams that are capable of integrating organically with our customers' production chains.

We are very unlikely to outsource: we prefer to create small, agile professional communities that focus completely on specific know-how, with constant training and development.

We work right alongside our customers to learn everything about their products and processes.

We become their project partners so that we can achieve previously unimagined goals together.

Project partners



An Integrale⁷ process

Our service line is naturally integrated with the STAR7 service lines. **With such vertical and specific product engineering functions and such horizontal and analytical process engineering applications**, STAR7 Engineering is the starting point for every industrial project that aims for effective, efficient production.

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.**

Integrale⁷ is the STAR7 Engineering operating philosophy: **supporting every aspect of the product information "supply chain" and at the same time enabling integrated interaction between each of them.**

**STAR7 Engineering
is the starting point for
every industrial project**

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

STAR7ENGINEERING

Product and process engineering

STAR7PRODUCT KNOWLEDGE

Technical product expertise

STAR7GLOBAL CONTENT

Advanced language services

STAR7PRINTING

Printing, packaging, and kitting

STAR7EXPERIENCE

VR, AR, 3D, and computer graphics

**Being Integrale⁷
is in our nature**

OUR SERVICES



Designing together

STAR7 Engineering carries out **excellent engineering that helps consolidate the leadership of its partners worldwide.**

The STAR7 Engineering service line can assist with engineering of any industrial product, starting from the CAD of the components, the first step in turning a product concept into reality.

When you need to industrialize a production process, standardize procedures and make a product sustainable, our Engineering solutions are the strategic decision that could make the difference between a good idea and a commercial success.

What we can do



1

Product engineering

From the product feasibility study to the CAD of components for making it. Engineering for complex industrial projects. Team of **engineers available on site** throughout the project life cycle, for advice and assistance during construction, installation and production start-up.

2

Process engineering

Feasibility analysis for the development, assembly and industrialization of a product. Our teams of process engineers analyze products in detail according to their industrialization, to minimize development costs and standardize assembly processes.

Support service to the various areas of the business – engineering, quality, production – to enhance and optimize production lines by integrating the concepts of lean manufacturing.

Industries

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

The brain



People

A team of engineers, also available on site, able to support customers in developing the product and processes, from initial concepts to the production stage.

The accelerator



Mizar

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

E-suite represents the concrete application of the Integrale⁷ approach to product and process engineering services.

Customers are more than recipients of a service: they are at the center of a system structured to offer integrated support and control throughout all project and process stages.

STAR7 Engineering's E-suite is designed around the needs of our customers. It's a set of complementary elements conceived for interaction with one other, with a view to continuous sharing of expertise and data, in a perfect balance of the human and technological component.

There is only one goal: to optimize project time frames, costs and sustainability, offering maximum flexibility, effectiveness and efficiency.



Client

The facilitator



Antares

The heart of the experience is the software that combines engineering and communication in a 4D product presentation experience never seen before.

The connected platform



NSE

This platform was created to organize, standardize, monitor and speed up the development of products and assembly lines for Manufacturing and Assembly design.

How we work: the E-suite system



Antares
The heart of the experience is the software that combines engineering and communication in 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 a real-time, interactive and fully customizable product presentation engine. Thanks to a digital environment with photorealistic rendering and the interactive functionality offered by the dashboard, Antares engages the user in dynamic, in-depth exploration of the product and its assembly stages, supports operators with the assembly sequences and allows them to interact with the product and all the information they need to answer doubts and solve problems. But that's not all. **Antares also means content.** Every presentation, exploration and simulation sequence can be extracted and converted into high-resolution, cross-platform 3D images and videos.



Our technologies

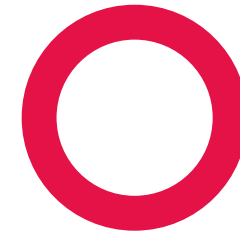


**Mizar
Immersive
analysis
software:**
offers an
experience
of **perceived
product
quality** in the
stages before
production.

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 hyper realistic 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 optimized and economic impact on the production cycle to be limited.



NSE
is a platform
created to
organize,
standardize,
monitor and
speed up the
development
of products
and assembly
lines for
**Manufacturing
and Assembly
design.**



Conceived and developed to increase productivity within teams, reduce the margin of error and optimize automation of functions and procedures, NSE is the platform that offers a perfect union of customization, standardization and control. NSE is organized through modules dedicated to the main activities connected to product industrialization: issue management, assembly line profile development, assembly sequence development and technical documentation authoring for production start-up. It allows every activity that generally requires several types of tools to be performed in a **single, integrated, multi-user, custom environment**. Thanks to the operational dashboard, each user always has all the tasks and reports relating to their KPIs dynamically under control at all times. In addition to the “classic” modules, the platform also offers and incorporates **YOUSTAR7**, an environment in which it is possible to **view, attach and share both content** developed using the other two tools in the E-suite – Mizar and Antares – and external content.



STAR7 Creative Lab is our research and development center, 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 **specialization of applications** on the Y axis and **integration of services** on the X axis. Our suite collates every need that STAR7 has identified during its activity, responding with a platform enabling **design, configuration, learning and diagnosis in virtual spaces.**

STAR7 CREATIVE LAB

New digital horizons



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:**

ALCOR

This is an **immersive virtual reality training platform** designed to promote learning by overcoming physical distance.

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.

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



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

#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.

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.

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.

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.

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.

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.

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.

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

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

USA

Troy, Michigan

2760 Industrial Row Dr
Troy MI 48084
Tel. +01 248-288-5900

Madison, Wisconsin

6 Odana Ct
Madison WI 53719 USA
Tel. +01 608-230-1000

San Mateo, California

520 S. El Camino, Suite 518
San Mateo California
CA 94402

www.star-7.com

Commercial contact
sales.us@star-7.com

For information
contact.us@star-7.com

Italy

Headquarter

Via Alessandria, 37/B
Valle San Bartolomeo
I-15122 Alessandria
Tel. +39.0131.19788

Turin Office

Corso Orbassano, 336
I-10137 Torino
Tel. +39.011.02423

Maranello Office

Via Castellotti, 27
I-41053 Maranello (MO)
Tel. +39.0536.072117

Pistoia Office

Viale Adua, 332
I-51100 Pistoia
Tel. +39.0573.403389

La Spezia Office

Via Privata Oto, 57
I-19136 La Spezia
Tel. +39.0187.1472143

Asti Office

Via Marco Polo, 20
I-14100 Asti
Tel. +39.0141.094200

Lugo Office

Via Gastaldi, 26
I-48022 Lugo (RA)
Tel. +39.0545.1771956

Albania

Tirana

Rruga "Reshit Petrela"
Hyrja 3 - Tirana

Argentina

Córdoba

Calle San Jerónimo N° 275
Córdoba, CP 5000

Austria

Vienna

Am Belvedere 8
1100 Wien
Tel. +43 1717 28 756

Sankt Valentin

Steyrer Straße 32
4300 Sankt Valentin

Brazil

Betim

Av. Raimundo Marçal
de Melo nº665 B.Paulo
Camilo, Betim-MG 32.667-562-
Tel. +55 (31) 3591-6632

San Paolo

Rua Gomes de Carvalho, 911
sala 309 - Vila Olímpia
CEP 04547-003, São Paulo
Tel. +55 (11) 2818-3477

Belo Horizonte

Rua Sylvio Menicucci
1147 Castelo CEP 30840-480
Belo Horizonte - MG
Tel. +55 (31) 2515-8968

Denmark

Køge

Galoche Alle 6
4600 Køge

Finland

Espoo

Linnoitustie 4A
02600 Espoo

France

Paris

54 boulevard Haussmann
75008 Paris

Germany

Düsseldorf

Niederkasseler Lohweg 18
40547 Düsseldorf

Ireland

Cork

3rd Floor, 11 Angelsea Street
Cork

Netherlands

Amsterdam

Kingsfordweg 151
1043GR Amsterdam

Spain

Madrid

C/Pricipe, 14 - 1 Izquierda
28012 Madrid

Sweden

Stockholm

Hammarbyterrassen 24
12063 Stockholm

Our contact details

STAR7 ENGINEERING



STAR7 S.p.A.
VAT no. IT01255170050
Italian REA no. AL-208355
Share Capital €500,000



STAR-7.COM