

STAR7 ENGINEERING

**STAR7** ENGINEERING



## **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.

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# ENGINEERING

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## 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 Integrale<sup>7</sup> 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 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.**

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

### **STAR7**ENGINEERING

Product and process engineering

### **STAR7**PRODUCT KNOWLEDGE

Technical product expertise

### **STAR7**GLOBAL CONTENT

Advanced language services

### **STAR7**PRINTING

Printing, packaging, and kitting

### **STAR7**EXPERIENCE

VR, AR, 3D, and computer graphics

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

# OUR SERVICES

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# 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.

## 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.



E-suite represents the concrete application of the Integrale<sup>7</sup> 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.

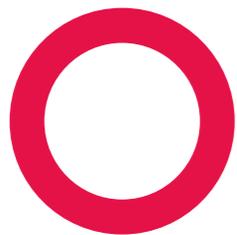
There is only one goal: to optimize project time frames, costs and sustainability, offering maximum flexibility, effectiveness and efficiency.

# 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

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## New digital horizons

**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.**



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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## ALCOR

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

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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

## #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.

# 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  
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## Italy

### Headquarter

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### Turin Office

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### Maranello Office

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Hyrja 3 - Tirana

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## Denmark

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4600 Køge

## Finland

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75008 Paris

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40547 Düsseldorf

## Ireland

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Cork

## Netherlands

### Amsterdam

Kingsfordweg 151  
1043GR Amsterdam

## Spain

### Madrid

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28012 Madrid

## Sweden

### Stockholm

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12063 Stockholm

# Our contact details

# STAR7 ENGINEERING



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