STAR7 GLOBAL CONTENT

STAR7 GLOBAL CONTENT

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 Integrale⁊ 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 Integrale⁊.

Integrale⁊ 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⁊ 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 Integrale⁊ 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 **Integrale⁊** 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
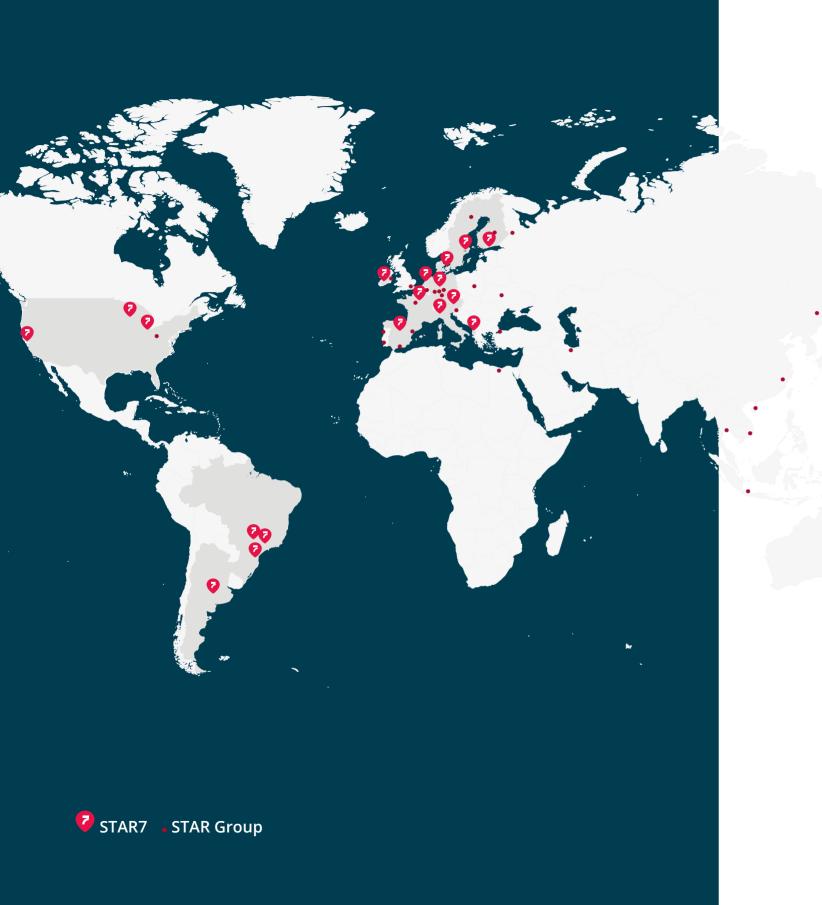Technical product expertise

STAR7 PRINTING
Printing, packaging and kitting

STAR7 EXPERIENCE
VR, AR, 3D and computer graphics

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

Being Integrale⁊ 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

S|7 GLOBAL CONTENT

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

#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.

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

www.star-7.com

Commercial contact
sales@star-7.com

For information
info@star-7.com

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 n°665
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

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

Our contact details