STAR Taiwan — A member of the STAR Group

The STAR Group is a partner of major corporations on their way to going global with their products and/or services. STAR specializes in the creation, translation, localization, maintenance, publishing and distribution of product information of the Corporate World.

- One of the top translation and localization providers in the world
- A global network of 34 offices in 23 countries throughout the world that provide translation services into nearly all of the world's main languages
- More than 650 experienced employees, each one of them a specialist in his or her field
- More than 2000 carefully tested and trained free-lance translators
- Translator staff carefully selected according to both technical knowledge and language skills
- More than sixteen years of experience in translation, localization, terminology work, technical publishing, software development and Multimedia engineering
- Technically superior translation tools developed at STAR by translators for translators.
  - ⇒ **Transit**: Productivity-increasing system for professional translators featuring a complete translation environment, based on STAR's advanced translation memory technology
  - ⇒ **TermStar** Terminology Management System for the creation, maintenance and distribution of multilingual terminology databases. Integrated with Transit
  - ⇒ **WebTerm** Special Internet enabled version of TermStar
- Specialized Information Management tools
  - ⇒ **GRIPS** SGML authoring and information management and navigation system (based on SGML and Unicode)
  - ⇒ **EPC** Electronic parts catalogue development and maintenance system
  - ⇒ **StarTrans** Translation workflow system designed to monitor the flow of documents from the end of the authoring process to the final version of the translation.

In our working procedures, Transit/TermStar play a very important role. You can find further information on STAR and Transit on our websites www.star-group.net and www.star-transit.com.

We use and depend on our own software in most of the projects we do – thus, it is in our best interest to make these tools as practical, reliable and useful as possible. And that's what we continue to do.

Software Translation Artwork Recording

STAR Taiwan — Our services

Strengthening the presence in the Asian market has always been of high importance to the STAR Group. Following the great success of STAR Japan (3rd largest office of the STAR Group), several offices have been opened throughout Asia: in Korea, Thailand, Singapore, Indonesia and China, both Mainland and Taiwan.

STAR Taiwan cooperates with qualified freelancers for the jobs that can not be done in-house. All the translators are equipped with our TM system Transit. During localization, reference material and dictionaries can be accessed thus enabling the translators to create coherent documents.

Due to the high number of STAR offices all over the world, we can offer customers the possibility of having high-quality translations done in several languages at one time, coordinated by one company. The especially close cooperation with the STAR offices in Shanghai and Beijing leads to time and cost savings for customers who need translations into Chinese for both Mainland China and Taiwan, as translations might be done just once and then adapted to the specific kind of Chinese.

1   Translation and related Services

If you want to make your product and documentation fit for the market in Taiwan, STAR Taiwan could be the business partner you are looking for. We provide technical translation, software and website localization, terminology management, Desktop Publishing and can also arrange for printing service if needed.

• Translation (English and German into Chinese) is performed almost exclusively by experienced staff using our translation tool Transit. All translators are native speakers with excellent command of their mother tongue and profound knowledge in their respective area of translation.

• Localization of software typically includes translation of strings, online help, documentation, but sometimes also requires adaptation of sample files, examples used to describe features, re-indexing, changing screen shots etc. All of these aspects will be taken into account by us.

• Terminology management yields customer-specific electronic dictionaries which provide the translator only with those terms the customer wants him or her to use. Thus, the consistent use of customer-specific terminology (Corporate Language) can be easily realized.

• DTP can be performed on different platforms (Macintosh and PC) using a variety of programs including FrameMaker, Interleaf/Quicksilver, PageMaker, Word, PowerPoint, Photoshop etc. We can deliver high-end PDF files or PS files for easy integration into your prepress workflow. We can also process XML and SGML files.

• If required, we will also take care of printing for you. Please contact us if you need services that exceed our usual workflow.

The STAR Group can cover almost the whole spectrum of industries. Younger/smaller offices like the Taiwan operation have to be more specialized. In localization, we focus on the following sectors:

- Automation
- Automotive (Repair Manuals, Service Information, Tester Software, User Manuals)
- Computer Hard-/Software
- Mechanical Engineering

STAR Taiwan currently offers translations from English and German to Taiwan Chinese and plans to expand the choice of source languages to French as well. In case you have specific needs exceeding these choices, we will do our best to find a satisfying solution for you.

Some of our customers in Asia in Software and localization:
Siemens, BMW, Peugeot, Renault, DaimlerChrysler/MBCL, Audi, VW, CAT, MTU,
IBM, ELSA, Hauni, (Kloeckner) Moeller, Duerr, GE Fanuc, Oskar Frech, Bosch, SAP ...

2   Sale of Transit and Support for Transit customers

The sale of our own TM software Transit and all related products is the second main line of STAR business. Transit is the perfect solution for all individuals and companies who have to do a lot of translation and terminology work like translation companies, freelance translators, departments of technical documentation of large companies, translation departments of universities etc.

Procedures

We at STAR Taiwan, just like all members of the STAR Group and also many other professional translators, heavily rely on STAR's Translation Memory system Transit and its "partner" TermStar when performing translation/localization work. Upon closer inspection, processing electronic files in Transit offers a great deal of advantages compared to translating from a hardcopy.

Advantages of using electronic files

We are aware of the fact that sometimes electronic files might not be available immediately. But your effort to obtain these files would pay off in several ways.

- Savings in translation costs

    We can build up a constantly growing database of translated material which will be used to pretranslate (leverage) every new document. In updates, the content of unchanged material might be up to 90, 95%.

- Savings in DTP costs

    Depending on the document type, our system Transit allows to automatically reuse the layout / formatting information of the original document. Thus, your DTP costs can be reduced significantly. Since the original symbols and fonts can usually be used, corporate identity problems in the layout will be omitted.

- Higher quality level through consistency

    The terminology management system integrated in Transit supports the translators in the use of consistent terminology as all translators working on a project are able to take instant advantage of a colleague's previous work. The style used in a document will be retained, no matter how many translators work on the document or how often it is updated.

Basic requirements

As you can see from above, basic requirements for quality control in our industry are electronic files and tools. Furthermore, customer-specific terminology lists (databases) – if available, verification of vocabulary during the translation process and detailed customer feed-back are important components of the high quality standards we keep in our work.

Workflow

The workflow could be sketched in a simplified way as follows.

1   Project preparation

- A project manager is assigned to the project
- The document is imported into Transit (textual content and layout are separated)
- The before-mentioned pretranslation is performed (only if previously translated material is available)
- A log file with results is generated to determine how much of the text can be copied from previous translations, how many phrases are similar to previous texts and can be adapted and how much of the text is completely new and thus has to be translated
- Specific dictionaries are assigned to the project
- The project is handed out to qualified freelance translators

2   Translation

- The textual content is treated in Transit
- Translators are supported during their work via Translation Memory and dictionaries
- New terminology is entered into the dictionaries on the fly (during translation)
- New terminology is checked and sent to your company for verification
- Changes desired by your company are entered in all material translated so far to ensure that during further pretranslations, only the changes come up as reference
- Technical problems encountered during translation are discussed with your company

3   Proofing

The translated texts are proofread by a specialist, either in-house or freelance. During proofing, the following aspects are examined:

- Does the content of the translation reflect the meaning of the original
- Was specific terminology used throughout the text
- Was the use of terminology consistent
- Were those mistakes detected in the original omitted in the translation and were all problems solved
- Is the text plausible and logic
- Does the used language level comply with the target group

4   Check-reading by your company

- After translation of one chapter (or a reasonable text amount), the document is exported. Text and layout are recombined. (Final DTP is only performed after the textual content has been verified by your company)
- The exported document is transmitted to your company.
- Changes are transmitted back to STAR and are entered immediately into the already translated material.

  Note:

  > We favor this procedure. It yields the best results in the shortest time. Though your efforts might seem unusually high at the beginning, the quality level already achievable after the translation of some chapters proves the necessity of a very close cooperation at the beginning of the project. Time spent on check reading decreases rapidly since all errors detected can be corrected within some days and will not occur afterwards in the new translations.

5   DTP and Output

- Depending on the quality of the original, only minor corrections are to be performed.
- If any layout defects were already contained in the original, a partial reformatting of the document might be necessary. Layout defects would be tables formatted with tabs, indents created with blanks etc.
- During DTP, the contents of the document are checked again.
- Output as hard copy, PDF or PS files for printing

6   Your feedback

We heavily rely on your feedback (and response time.) You have seen it mentioned in some of the other process steps already. Your overall evaluation of a project just finished helps us to adjust to your requirements and to eliminate detected sources of problems. And whenever you come across some things you don't agree with, please don't give us just an overall impression but point out the problems explicitly, so we can change them immediately to regain your satisfaction.

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Pricing

Pricing is based on units. These units might be time units or units describing an effort.

1   Translation

A tool is used to determine the amounts to be translated. The term 'word count' is misleading, since these tools do not only count words but also characters, lines, paragraphs etc. STAR uses the word count tool integrated in the translation memory Transit. A log file is created with every document treated. The results are given in words or characters. In translation normally the units lines and words are used. In special cases pages and hours are considered as units, as well.

- The unit 'line' (55 machine-readable characters) represents the most accurate unit, since a line will be the same length non-regarding which text type is to be translated. It is the usual unit with globally operating German companies.

- The unit *word* is more widely used in the USA and Asia. Therefore we will use words as the basic translation unit.

2   DTP

The layout of translated documents usually should be the same as the original or modified to fit local requirements. Usual text formatting (bold, indention etc.) is included in the translation price. More complicated DTP will be calculated according to the time spent on the document.

We charge this separately because we see this as a different effort not directly connected to the translation.

Please contact us for detailed information on our pricing and quotation scheme. Of course, we will always take into account the amount of text that has to be translated and the prospect of a long-term business relationship. Thus, the more you ask us to translate, the less it will cost you per unit.

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Software Translation Artwork Recording

STAR Taiwan — Our Team

In translation and localization, nothing is more important than the people who do it. No machine can replace the knowledge and language skills of a human translator. Thus, we choose our staff carefully, and continuous training on the job helps us develop the kind of qualification that we need.

The Branch Manager of STAR Taiwan, Ms. Iris Kleinophorst, graduated as professional translator from the University of Mainz, School of Applied Linguistics and Cultural Studies at Germersheim, Germany. Her major language was English with the minor languages Chinese and French. She worked as freelance translator before moving to Shanghai to start work at STAR Shanghai as a project manager in 2001. In November 2001, she began to take regular trips to Taiwan to organize the set-up of the STAR Taiwan office. Since March 2002, she has been in Taipei on a regular basis. Since Mid of April, the office has been up and running. We already have a highly motivated in-house team and are expanding rapidly due to high market demand.

Our entire team is looking forward to supporting you in all questions concerning Chinese translation / localization, DTP and related issues! Please contact us at:

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