



STAR China — 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 – the largest privately held group in the localization industry
- A global network of 41 offices in 30 countries throughout the world provide translation services into all of the world's main languages
- More than 900 experienced employees world-wide, 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 twenty-two 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 (TM) 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
 - ⇒ **STAR James** Translation workflow system designed to monitor the flow of documents from the end of the authoring process to the final version of the translation.

We use and depend on our own software in most of the projects we do - therefore 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.



STAR China — A successful history

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, Indonesia, Taiwan and Mainland China.

- In March 1995, a Representative Office of STAR Germany was established in Shanghai. After just one and a half years, the decision was taken to found a Wholly Foreign Owned company to achieve the legal basis for becoming a serious competitor in the Chinese market and realizing the required expansion.
- In July 1997, STAR Software (Shanghai) Co., Ltd. went into business and has been growing ever since. STAR Shanghai is a 100% subsidiary of STAR AG Switzerland (the STAR Group's headquarters)
- In October 1999, a Representative Office of STAR Shanghai was established in Beijing in order to offer better and more direct service to customers in Northern China.
- In summer 2002, the Taiwanese STAR Group office was founded in Taipei. STAR Taipei is a Branch Office of STAR AG Switzerland.

All German staff members in the STAR Group offices in Mainland China are graduated translators from the University of Mainz, Department of Applied Linguistics and Cultural Studies at Gernersheim, Germany.

Your contacts in Shanghai are Mr. **Peter Stumpf** (General Manager), and his assistants Ms. **Alexandra Dost**, Ms. **Lucia Kittel** and Ms. **Katharina Kehrer**. Their major language at university was English, minor was Chinese, Ms. Kehrer's major language was Chinese, minor language was French. Peter Stumpf worked as freelance translator and at STAR Germany before moving to Shanghai to become the Chief Rep Officer of the Shanghai Rep Office in 1995. He has represented STAR as speaker and with workshops on several conferences and LISA Forums. STAR Shanghai was co-hosting the Shanghai LISA Forum 1999 and 2006, the Shanghai LISA round-table 2002, and the Beijing LISA Forum 2007.

Chief Representative at STAR Beijing is Mrs. **Maren Wessely**. Her major language was Chinese, minor languages were English and Russian. Since 2006 her assistant is Mr. **Boris Roesch**. His major language was Chinese, minor languages were Spanish and English. Under their directive STAR Beijing has become a recognized specialist for printing Owner's Manuals and catalogues for e.g. Porsche, DaimlerChrysler (MBCL) and BMW.

The Swiss Branch Manager of STAR Taipei, Ms. **Michèle Smole**, speaks German, English, Chinese, French, Italian, and Japanese. Michèle has a Master Degree in East Asian Art History, Sinology and Japanese Studies and has lived in China and Taiwan for almost 5 years now. Since 2005 she has been managing STAR Taipei.

Presently, STAR Shanghai has 37 employees; the Beijing Rep Office has thirteen full-time employees. Seven in-house staff is working at STAR Taipei.



STAR China — Our services

The localization industry sees China as the market with most growth potential. We can only emphasize this point of view. According to this we already started to expand to other cities; we are prepared to expand the number of our employees according to our customer's requirements.

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

The STAR Group can cover almost the whole spectrum of industries.

Younger/smaller offices like the China operation have to be more specialized. In localization we focus on the following sectors:

Automotive (Repair Manuals, Service Information, Tester Software, Owner's Manuals, Sales Brochures), Automation, Computer Hard-/Software and Games, ERP, Mechanical Engineering (Production Lines, Paint Shops, Casting, etc.), Printing technology

Some of our customers in China in Software and localization:

Porsche, APC, VW, Apropos, Audi, Siemens, BMW, Nero, Heidelberg, Peugeot, DaimlerChrysler/MBCL, MAN Roland, MTU, Hauni, (Kloeckner) Moeller, Duerr, Bosch, Scheuerle, Honda, Volvo CE, Ricoh ...

STAR China only co-operates with carefully selected freelancers. All materials are proofed in-house, for sure.

All workstations in the STAR Group offices are networked (1 Gbit) and equipped with the latest version of our TM system Transit. During localization, dictionaries and reference material are accessed via the servers, enabling groups of translators to create coherent documents.

Life data is backed-up 4 times a day on a backup-server, the results of our daily work is archived on two sets of CD/DVD every evening.

Data is communicated via FTTB (fibre to the business), ADSL, and ISDN lines. Our customers can enjoy fast data transfer via FTP; depending on the location, fast FTP access can be provided in Mainland China, or in Europe. STAR Shanghai has become one of the first STAR Group offices to be connected to the STAR Group VPN, which has been realized for all STAR Group offices by now. The VPN features a hardware firewall and virus scanning of the in- and out-going data stream, the virus database being updated on an hourly basis. For enhanced security and intrusion detection the workstations run additional software firewalls, resident virus shields, and malware (Trojan) detection.



Procedures

Workflow

Using electronic source files and TM software has many advantages. In our working procedures, Transit/TermStar play a very important role.

Generally, our standard workflow could be sketched as follows:

1 Project preparation

- A project manager is assigned to the project
- Customer's instructions or style guides are studied
- An initial data check is performed
- The document is imported into Transit (textual content and layout are separated)
- Pretranslation is performed (only if previously translated material is available)
- A log file with results is generated
- Specific dictionaries are assigned to the project
- Qualified translators are assigned to the project

2 Translation

- The textual content is treated in Transit
- Customer's instructions or style guides are made available to translators
- All in-house translators are connected through the intranet for resource and information exchange during the translation
- During their work, translators make advantage of Translation Memory and electronic dictionaries
- New terminology is entered into the dictionaries on the fly (during translation)
- All new entries in dictionaries are available for every translator in the next moment (thus keeping up a high level of consistency)
- New terminology is checked and sent to the customer for verification
- Verified terminology is flagged as verified
- Changes desired by the Customer are entered in all material translated so far
- Technical problems encountered during translation are discussed with the customer



3 Proofing

After translation, all translated texts are proofread in-house by a qualified proof-reader

During proof-reading, the following aspects are examined:

- Does the content of the translation reflect the meaning of the original?
- Was the translation done according to the customer's instructions?
- Was customer-specific terminology used throughout the text?
- Is the use of terminology consistent?
- Were mistakes detected in the original text omitted in the translation and were all problems solved?
- Is the text plausible and logical?
- Does the used language level comply with the target group?

4 Check-reading (review) by and feedback from the customer

- Already established Chinese terminology should be made available to us by the customer before start of translation.
- Special terminology will, if new, first be discussed with the customer who knows his products best.
- If the customer agrees, Chinese text will be check-read by the customer. Depending on the original file format, we will give PDFs for check (final layout will, however, only be performed after the textual contents have been verified by the customer). Or, in case of files without layout, we can give bi-lingual (English-Chinese) string lists.
- Changes are transmitted to STAR and are entered immediately into the already translated material

Note:

We probably do not have to explain to you why we favour this procedure. It yields the best results in the shortest time. With your high quality standards, you know that even though time and effort invested might seem unusually high at the beginning, the quality level already achievable after the translation of some chapters proves the necessity of this kind of very close cooperation right from the beginning of the project. Ruling out mistakes from the very beginning and making sure they do not come up again finally saves time and efforts for everybody.



5 DTP/Layouting

- Whether DTP is required or not depends on the original file format.
- Depending on the quality of the original, only minor corrections have to be performed.
- If the original already contained layout defects like tables formatted with tabs, indents created with blanks etc., a partial reformatting of the document might become necessary. However, DTP is another step for checking the content of the translation again.

6 Output - Final Check

If required, the layouted files can be output to PDF or PS files for printing (depending on your requirements), which will then be checked again for completeness and correct DTP.

7 Invoicing

- The basis for the invoice regarding translation is the log file created during import in Transit
- DTP is charged according to the time spent on the document, or, in cases, according to the number of pages
- Printing costs would be charged according to the specific requirements of the customer that would apply to the respective projects (paper quality, number of prints etc.)

8 Your feedback

We do not have to tell you that mutual feedback between two cooperating companies is an important factor for successful translation projects. We heavily rely on your feedback (and response time) during the project. And your overall evaluation of a completed project helps us to adjust to your requirements and to eliminate detected sources of problems.

You can influence your satisfaction regarding quality, pricing, scheduling through your feedback in the overall process, as well.



Please feel free to get back to any of us for further information. The whole STAR China team will gladly answer all your questions.

In the table below, you will find all necessary contact data.

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