

Press Release

Barcelona, May 2nd 2006

STAR Servicios Lingüísticos localizes Adobe Photographers Directory

In 2005, the American Society of Media Photographers and Adobe Systems Incorporated announced a strategic initiative to simplify the task of hiring an assignment photographer. Adobe then launched the "Adobe Photographers Directory", a listing of professional photographers accessible online as well as directly from within Adobe's Creative Suite 2 products. The Adobe Photographers Directory is searchable by geographic location and by photographic specialty, and it includes portfolio images. Thus, designers can quickly locate the best candidates for the job. And because the photographers' experience and competence are evidenced by their membership in well-respected associations of photographers, designers can feel confident in the professionalism of any one they hire.

The original idea came from the digital advertising agency Euro RSCG 4D, who also came up with the design and developed the application and the website. The advertising agency was also quite keen on involving a reputable translation and localisation services agency from the very beginning in order to make sure the design, layout and content was going to be fully localisable and would appeal to users around the world.

STAR Servicios Lingüísticos managed to win the project and immediately set up a team of project managers, translators and consultants that involved other STAR branches. Jesús Maroto, Operations & Marketing Director at STAR in Barcelona led the team. Everybody at STAR, from translators to proofreaders, localization engineers and designers worked fairly intensively for two months. As usual, everything went really well and the project finally went live in April. It is currently available in English, French, German and Spanish. It will also become available soon in Italian and Japanese. Overall, the client was really thrilled with the quality of the work produced. Finally, the Euro RSCG 4D design team that conceived the APD website won a WebAward for it from the American Web Marketing Association.

Links:

<http://www.photographersdirectory.adobe.com>

<http://www.webaward.org/winner.asp?eid=4530>

<http://www.eurorscg4d.com>

STAR Servicios Lingüísticos was established in 1999 in Barcelona as part of the STAR group, one of the five most important organizations in the world in the fields of translation services and linguistic technology. This group, which was founded in Switzerland in 1984, has 34 offices in 22 countries, and employs over 700 people. Since its inception, the Spanish office has grown year after year. Currently it employs 25 professionals that work in the areas of project management, translation, terminology, desktop publishing, programming, training and consultancy. The company also manages over 500 freelancers on a regular basis. The list of clients include prestigious names such as Airbus, Blaupunkt, BMW, BSH, Bulgari, Cartier, Diesel, Leica, Lexus, Mercedes, McAfee, Roche, Toshiba, Toyota and Xerox. The key behind the success of the Spanish branch lies in the ability to provide clients with a high quality and cost-effective solution to global communication.