

Press Release

Barcelona, 2nd June 2006

STAR Servicios Lingüísticos exhibited at Localization World

Between May 30th and June 1st 2006 more than 600 people, including most of the top players in the Translation and Localization arena, met at the Fira Palace Hotel in downtown Barcelona.

Localization World is a conference and networking event dedicated to the language and localization industries. International product and marketing managers from all sectors and all geographies attend it to meet language service and technology providers and to network with their peers. Hands-on practitioners go to share their knowledge and experience and to learn from others. These localization professionals represent high-tech, automotive, medical, pharmaceutical and a range of other manufacturing industries, as well as finance, hospitality, publishing, government/NGOs and others in the service sector.

The STAR Group, as one of the leading tool and service providers in the translation business, was also there. STAR Servicios Lingüísticos, the STAR Group subsidiary in Barcelona, designed a 12-m² stand that was big enough to host three computers in which visitors had a hand-on experience with tools such as Transit, WebTerm, FormatChecker, James and GRIPS.

The location of the stand was particularly good since it was right across the coffee area, an unavoidable area after an all-night *fiesta!* This meant that STAR had to keep at least four people at all times at the stand, so that to be able to properly answer the information requests of all passers-by. In fact, during the duration of the event STAR collected more than 300 business cards, made over 100 demos of our leading products and informed more than 100 people about our services.

An important number of companies also used the event to introduce new products or offer a sneak preview of what was in the development pipeline. However, one of the big issues was the SDL and Trados merger and the SDL Trados Certification Policy. In fact, quite a few companies and institutions seem to be looking for alternatives. So it seems there are some good times ahead for the reliable STAR family of products

In parallel to the exhibition, more than 30 conferences and discussion groups took place. Jesús Maroto, Operations & Marketing Director at STAR in Barcelona, was invited to give a presentation on how to bridge the gap between technical and commercial multilingual communication. He presented a theoretical model and provided some interesting examples that not only pleased but also convinced the audience. In fact, his conference was one of the most successful ones since there were 125 attendees.

Overall, Localization World was a great opportunity to reinforce the STAR Servicios Lingüísticos presence in the ever increasingly competing translation and localization services and tool arena. However, it was also a good chance to let the world know about our cutting-edge technologies, to receive recognition of our achievements as well as to present ourselves in the way we are: a stable and hard working company with a solid business model.

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.

STAR Servicios Lingüísticos

<XML>Los ingenieros de la lengua</XML>

<XML>The language engineers</XML>

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