

STAR Servicios Lingüísticos launches its new website

STAR Servicios Lingüísticos is celebrating its 15th anniversary by launching a new website that has been completely updated.

This website will be at the centre of the Catalan-Spanish company's new digital communication strategy, which STAR Servicios Lingüísticos aims to use to draw closer to its customers, suppliers and other stakeholders in the company by presenting new content dynamically and interactively. Visitors will be able to access topics that are currently of interest, and request information, quotes and evaluation versions of software products, as well as download case studies. At the same time, the new site will be a link to our provider and customer portals.

STAR Servicios Lingüísticos' new online presence will initially be published in four languages – Spanish, Catalan, English and German – but it is expected that more languages will be added throughout 2014.

STAR Group's Spanish branch will present information about the company in four general sections: the corporate presentation, the wide range of services offered, the technology developed at the heart of the STAR Group, and the most significant solutions for a variety of industries: Automotive, household appliances and biomedicine, as well as watchmaking and precision mechanics.

What's more, a fifth section will be dedicated to topical subjects. Here, not only will we publish press releases with information about news and events, but we will also publish two blogs with interesting information for both customers and providers.

The first blog, **Transit/TermStar NXT Tooltips**, has been running for two years already, and has an ever-increasing number of followers. Every week, we publish practical advice about working with Transit, our computer-assisted translation tool, as well as announce webinars about STAR products and survey our users.

The second blog, nicknamed **Globalizate**, is a completely new publication and an important new venture for the Barcelona-based company. This blog, aimed at communicators within exporting companies, will provide practical information about multilingual communication. Its two main focuses are good practices relating to the internationalisation of content, and the tools for creating, managing and reusing multilingual content.

About STAR Servicios Lingüísticos

STAR Servicios Lingüísticos [www.star-spain.com], founded in Barcelona in 1999, is part of the STAR Group. Founded in Switzerland in 1984, the Group currently has 44 offices worldwide and more than 800 employees. The Spanish branch of the Group, a leading company in translation services and the development of linguistic technology, has experienced continuous growth since its foundation, and its clients include prestigious brands such as BMW, Bosch, BSH, Bulgari, Cartier, Leica, Konica Minolta, Lidl, Peugeot, Renault, Roche, Siemens, Toyota and Volkswagen. The key to STAR's success is its capacity to provide its clients with high-quality economical solutions for international communication. STAR is ISO 9001-2008 and UNE-EN 15038 certified.