



STAR ensures translation quality for INFICON

How was STAR able to dramatically improve the translation quality of highly technical product texts while meeting tight deadlines? Discover more about this success story in our INFICON case study.

The company

INFICON is a global leader in technology in the areas of measurement technology, sensor technology and process control for sophisticated vacuum processes in highly specialised industries. INFICON products are used to detect gas leaks, particularly in refrigeration and air conditioning technology, as well as in semiconductor production and automotive manufacturing.

INFICON has production facilities in the USA and Europe, with branches in China, Denmark, France, Germany, Japan, Korea, Liechtenstein, Singapore, Switzerland, Taiwan, the United Kingdom and the USA.

www.inficon.com

The starting point

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INFICON's global focus lead to **numerous challenges in creating multilingual product and marketing texts.**

The content and quality of the often highly technical product texts, which were aimed at international audiences, needed to meet the highest requirements and standards in both the source languages and the target languages.

Consequently, efficient translation and **In-Country Review** processes were essential in order to also meet the often tight deadline requirements.

“Previously, the translation quality of the supporting materials for our products, such as the instruction manuals and brochures, was often lacking,” says Frank Runge, Technical Documentation Manager & Marketing Coordinator.

INFICON needed a reliable partner for the translation process who could ensure that translation projects were delivered on time, were well written and carried out using the latest translation memory technology as well as using automated processes. **INFICON decided to partner with STAR Deutschland GmbH.**

STAR solutions

Inficon's specialised translations mainly take the form of technical and promotional texts that are prepared as language packets from an XML-based authoring system or the DTP program Adobe InDesign.

Starting from the two source languages, German and English, **STAR delivers high-quality translations in up to 15 target languages**, with a focus on not just European languages but also Asian languages, such as Japanese, Chinese and Korean.

The translation of instruction manuals, white papers, product flyers and catalogues, as well as software texts are carried out using STAR's proprietary translation memory system, **Transit^{NXT}**.

For over 25 years, the STAR Delta Principle – only new or changed content should be worked on, the rest is reused by the system – has been increasing the translator's efficiency right from the first project, improving consistency of translations and reducing costs over time.

Several INFICION locations and country subsidiaries were involved in the **in-country review process**, which efficiently and securely made market-specific adjustments to translations. Using the intuitive review tool, **STAR WebCheck**, translated texts, regardless of file format, are quickly and easily available online for correction and approval by all those involved in the process. Changes are transferred into the translation memory without additional and often time-consuming post-processing steps.

STAR's experienced project managers can check the current status of the project at any time and in this way, can ensure that even time-critical projects can be delivered on time thanks to the network of 50 STAR branches.

STAR in action



- ▶ 15 language combinations
- ▶ Instruction manuals, white papers, product flyers, catalogues, software texts
- ▶ STAR software products: Transit NXT, WebCheck

Customer testimonial

Mr Frank Runge, Technical Documentation Manager & Marketing Coordinator

"The online proofreading process has considerably improved the quality of the translated texts. Documents are easier to understand and international colleagues are happier with the work of my department."

STAR Deutschland

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