Multilingual Translation and Localization
Content Management and Information Technology
Solutions for the Automotive Industry
July 2017
Part 1 • Company Profile

Part 2 • Automotive Experience

Part 3 • Specialist Translation Services

Part 4 • Content Management

Part 5 • Added Value
Key facts and figures:

- **WIONET** — *World Information Operating Network* — multilingual translation and localization company
- Established in Korea in 1997
- Regional offices in Korea and Poland
- Global network of Partners and Vendors with proven capabilities and confirmed quality of services
- Qualified Teams in 35 Countries in all geographies
- Multilingual translation and localization services in over 45 languages
In-country language services. Over 45 combinations.

Asian & Far East:
- Korean
- Indonesian
- Japanese
- Chinese Simplified
- Chinese Traditional
- Malay
- Thai
- Vietnamese

American:
- English American
- French Canadian
- Spanish Latin
- Portuguese Brazilian

West European (WE):
- English UK
- French European
- German
- Greek
- Italian
- Portuguese European
- Spanish European
- Turkish

North European (NE):
- Danish
- Dutch
- Finnish
- Norwegian
- Swedish

East European (EE):
- Belarusian
- Bulgarian
- Croatian
- Czech
- Estonian
- Hungarian
- Latish
- Lithuanian
- Polish
- Romanian
- Russian
- Slovak
- Ukrainian

* This list is not exhaustive. Please contact us for details.
Company Profile
Core capabilities

Turnkey information services

Language
- Multilingual translation
- Technical translation
- Software localization
- Linguistic style
- Terminology
- Consultancy

Technology
- Consultancy services
- Software development
- Content management
- Adobe AEM
- Programming
- Big Data & analytics

Marketing
- Transcreation
- Creative services
- Campaign management
- Social media

Publishing
- Graphic design
- Desk-top publishing
- Printing
- Distribution

Automotive sector
Company Profile
Unique 10-step localization workflow

Market standard translation and review workflow

Translation ➔ Review ➔ Delivery

WIONET translation and review workflow

Translation ➔ Review 1 ➔ Review 2 ➔ Troubleshooting ➔ Delivery
Company Profile
Unique 10-step localization workflow

1. Preparation
   - Text files: XML, INDD
   - Graphic files: EPS, PSD (GIF, SVG)

2. Translation
   - Mechanical: SM, BSM
   - Electrical: DTC
   - Electrical: ETM

3. Editing Stage 1
   - Mechanical chapters
   - Electrical chapters

4. Editing Stage 2
   - Mechanical chapters
   - Electrical chapters
   - Troubleshooting

5. Discussion
   - All problems
   - Vehicle inspections
   - Decision

6. Implementation
   - Translated files
   - Translation Memories

7. QA
   - Text files
   - Graphic files
   - IT problems

8. DTP
   - Graphic files: EPS, PSD (GIF)
   - Graphic files: EPS (SVG)

9. Client's review
   - Editable PDF/Word files
   - Online review

10. Compilation
    - CD / DVD / GSW Publishing
Part 1 ▪ Company Profile

Part 2 ▪ Automotive Experience

Part 3 ▪ Specialist Translation Services

Part 4 ▪ Content Management

Part 5 ▪ Added Value
Brands: Hyundai, Kia  
Languages: 5 European

Brands: Mitsubishi  
Languages: 2 European

Brands: FIAT, IVECO  
Languages: 4 European

Brands: Mercedes  
Languages: 9 European, 6 Asian

Brands: NISSAN, Infiniti  
Languages: 6 European
Automotive project experience
Selected projects — Workshop Manuals

Poland
- Exclusive contracts with Hyundai, Kia and Mitsubishi
- 100+ publications localized to date (SM, ETM, BRM, DTC)
- Localized content available online (90+ end-users)

Czech Republic and Slovakia
- Exclusive contract with Kia since 2014
- 8 publications localized to date, 4 more in progress (SM, ETM, BRM, DTC)
- Localized content available online (100+ end-users)

Hungary
- Exclusive contract with Kia since 2014
- 6 publications localized to date, 3 more in progress (SM, DTC)
- Localized content available online (70+ end-users)
Automotive project experience
Selected projects — Online

WIONET Shop Manual Online
- Developed GSW European mirror site to support Workshop Manuals publication
- Developed dedicated CMS system for offline and online content management

European Learning Management System (ELMS)
- Localization to Polish and Italian
- Assisted with development, implementation and testing
- Provided end-user support (hotline services)

MyKia CRM System
- Localization to Polish
- Currently assisting with development, implementation and testing
Automotive project experience
Selected projects — Online

Online content management and localization
- External microsites (hosted locally at Kia or WIONET servers)
- Model Specials (Sitecore)
- Experience pages (Sitecore)
- PIP pages (Sitecore)
- Showrooms (KCC Backoffice)

Facebook profiles management and localization
- Apps, games, contests
- Examples include: Roar-o-meter, GT Ride, Marbella
- Posts, notes

Multimedia
- Videos post production: voice over and subtitles
- Banners
Automotive project experience
Selected projects — Owner’s Manuals, Warranty Booklets

Key facts and figures:

- Development, translation, DTP and printing of Owners’ Manuals for several brands
- Specialist consultancy services High quality offset or digital printing services (color or black)
- 75+ publications completed to date
Automotive project experience
Selected projects — Multimedia

- Model promotional videos
- Corporate promotional videos
- Training videos
Part 1 ▪ Company Profile

Part 2 ▪ Automotive Experience

Part 3 ▪ Specialist Translation Services

Part 4 ▪ Content Management

Part 5 ▪ Added Value
**SDL Trados Studio**
- Desk-top client application allowing to share server resources
- Complete working environment for project managers, translators and editors
- Wide variety of advanced functions allowing to streamline translation workflow

**SDL GroupShare**
- Server-based solution allowing to manage Clients, users, organizations, projects, Translation Memories (TM) and termbases (TBs)
- Allows to centralize the resources in order to make them available for various project participants
- Allows to monitor and control every step of the workflow

**SDL API**
- Allowing integration with third party applications
Computer Aided Translation Tools (CAT)
Translation workflow

Our standard translation workflow includes the following steps:

- Analysis and preparation
- Translation
- 3-stage review completed by 2 independent reviewers
- Changes implementation

Download Specific Version

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<tr>
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<th>Created/Checked in by</th>
<th>Last Modified</th>
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Part 1 ▪ Company Profile

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Part 4 ▪ Content Management

Part 5 ▪ Added Value
Content Management Experience
In-house development

WIONET existing Content Management Systems

- WIONET Shop Manual — front end
- WIONET DocSorter — back end

Key facts and figures

- Continuous development since 2007
- 1000+ man-days of development work
- 400+ man-days of testing
- Successfully rolled out in 4 countries: PL, CZ, SK, HU
- 50+ million words of localized content
- 300+ active end-users

10+ years

1000+ man-days

50+ million words

300+ active end-users
Content Management Experience
In-house development

**WIONET DocSorter**
In-house developed CMS system to support Workshops Manuals localization

**Module 1: Text**
- **Key functionality:** file structure analysis, sorting, splitting, merging and structure recreation, validation, managing internal duplicates, reusing archive content, reporting
- **Supported formats:** XML, HTML

**Module 2: Graphics**
- **Key functionality:** reference links analysis, managing internal/external duplicates, qualification wizard, synchronization, reporting
- **Supported formats:** EPS, PSD, PDF, JPG, PNG, GIF, SWF

**Module 3: Conversions**
- **Key functionality:** customized format conversions designed to enhance production processes

**Module 4: Shop Manual**
- **Key functionality:** version control for production and test websites
### Step 1

Split into groups and configurations — enable teamwork

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**Step 2 ➔ Exclude internal duplicates**

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**New content**

**Internal duplicates**

**XML**
Apply external duplicates from other projects — MY’s and models
WIONET Shop Manual

In-house developed Internet portal for publishing technical Aftersales content.

Key facts:
- Developed in-house since 2009
- Started with desktop version, migrated to online version
- Currently used in 5 countries (Korea, Poland, Czech Republic, Slovakia, Hungary)
- 300-400 concurrent users
- Microsoft .NET technology

Key features:
- Hyundai/Kia Global Service Way structure
- Supports all major Workshop Manual publications
- Multilingual content (English, Polish, Czech, Hungarian)
- Supports vector images (PDF, SVG)
- User statistics and activity tracking
- Mobile/responsive version for GDS/KDS devices under development
Supported Workshop Manuals:

- G 2.0 MPI
  - Shop Manual
  - Electrical Troubleshooting Manual
  - Body Shop Manual
  - DTC Guide
- G 2.0 GDI
  - 1.7 TCI-U2
Part 1 ▪ Company Profile

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Part 4 ▪ Content Management

Part 5 ▪ Added Value
There’s no substitute for complex technical projects than our single source turnkey solutions

- Single source
- Perfect for complex projects
- Turn-key solutions
- Automotive industry professionals
- 25+ years of experience
- Second-to-none localization process
Multilingual Translation and Localization
Content Management and Information Technology
Solutions for the Automotive Industry

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