

Multilingual Information Solutions for the Automotive Industry







Part 1 • WIONET Company Profile

Facts, people, processes, technology

10'



Part 2 - Aftersales Projects

From IT and Content Management to CAT translation

15'



Part 3 • Owner's Experience

Is paper still necessary? How about mobile devices?

15'



Part 4 • Marketing Challenges

Writers tell. Copywriters sell.

15'



Part 5 - Added Value

How can we bring value to your business?

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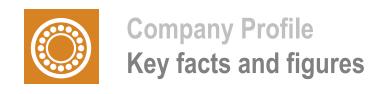
15'



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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







Company Profile Multilingual Vendor (MLV)



In-country language services. Over 45 combinations.



Asian & Far East:

- Korean
- Indonesian
- Japanese
- Chinese Simplified
- **Chinese Traditional**
- Malay
- Thai
- Vietnamese

Central Asian & Middle Fast:

- Kazakh
- **Daghestanis**
- Arabic
- Farsi
- Urdu

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















Anywhere... Any language...

^{*} This list is not exhaustive. Please contact us for details.





Turnkey information services

Language

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

Marketing

- Transcreation
- Creative services
- Campaign management
- Social media



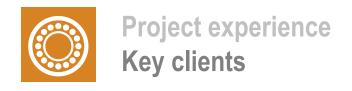
Automotive sector

Technology

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

Publishing

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











Brands: Hyundai, Kia

Languages: 5 European







Brands: Mitsubishi, Nissan, Infiniti

Languages: 12 European



IVECO

Brands: FIAT, IVECO

Languages: 4 European



Mercedes-Benz

Brands: Mercedes

Languages: 9 European, 6 Asian



Brands: Panasonic

Languages: 4 European



Brands: Samsung Electronics

Languages: 40+ languages



Company Profile Automotive Team — Poland





Technical Editor, Dealer Relationship Manager

Over 30 years of automotive engineering experience — Peugeot, Ford, Kia, Subaru Former Service Manager at Marvel Sp. z o.o. – Awarded Kia Motors Dealer in Łódź, Poland Languages: Polish, English



Technical Editor

Over 20 years of automotive engineering experience — FSO, Daewoo, Dräxlmaier Senior designer of automotive electric harnesses at Dräxlmaier Poland Languages: Polish, English, German



Technical Editor

Over 30 years of automotive engineering experience — FIAT, Ford Currently Training Manager at Ford Poland Languages: Polish, English, Italian



Technical Editor

Over 30 years of automotive engineering experience — PIMOT, Bosch, DaimlerChrysler Former Area Service Manager at DaimlerChrysler Automotive Poland Languages: Polish, English



Company Profile

Automotive Team — Czech Republic and Slovakia





Technical Editor

Over 30 years of automotive engineering experience — Kia and other brands Former Aftersales Manager at Kia Motors Czech Republic and Autobond Group Languages: Czech, English







Technical Editor

Over 30 years of automotive engineering experience — Fiat, DaimlerChrysler and Škoda Former Technical Training Manager at DaimlerChrysler Czech Republic Languages: Czech, English



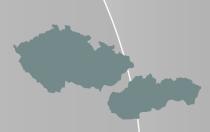
Technical Translator

Over 20 years of automotive engineering experience — DAF, Kia, Iveco, Isuzu and Scania Currently IT Manager at DAF Czech Republic Languages: Czech, English



Technical Translator

Over 20 years of automotive engineering experience with various brands Currently involved in our automotive projects for Kia and Hyundai in Czech Republic Languages: Czech, English





Company Profile Automotive Team — Hungary





Technical Editor

Over 20 years of automotive engineering experience — Kia, Ford and Renault Currently Technical Trainer for Kia Hungary Languages: Hungarian, English



Technical Editor

Over 20 years of automotive engineering experience — Nissan, Chevrolet and Opel Currently Technical Trainer for Nissan Hungary Languages: Hungarian, Serbian, English



Technical Translator

Over 20 years of automotive engineering experience — Suzuki, Kia, Nissan Automotive accident reconstruction specialist Languages: Hungarian, English

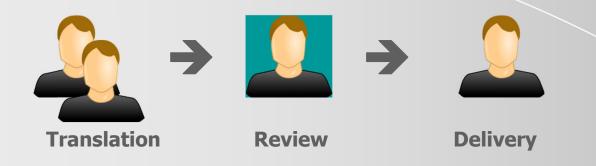


Company Profile

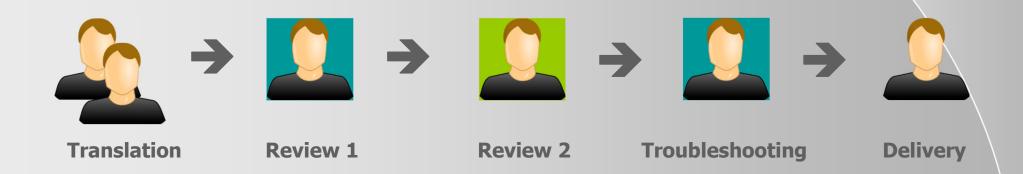
Unique 10-step localization workflow



Market standard translation and review workflow



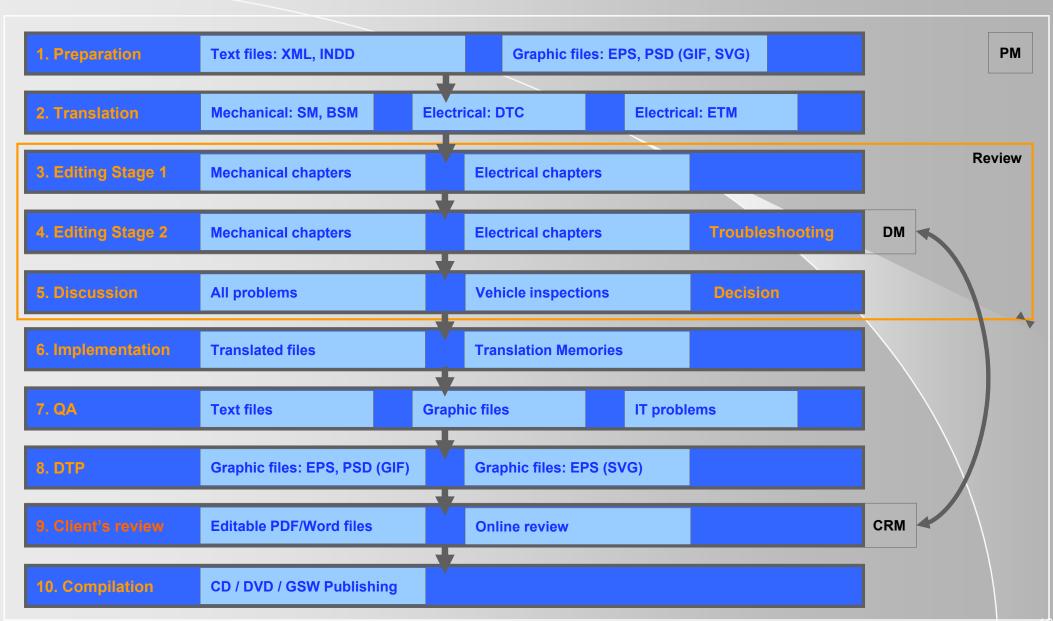
WIONET translation and review workflow





Company Profile Unique 10-step localization workflow



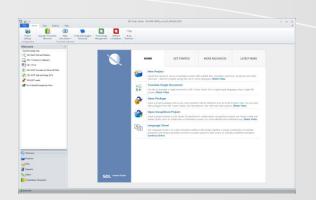




Specialist Translation Services

Computer Aided Translation Tools (CAT)





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 (TMs) 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

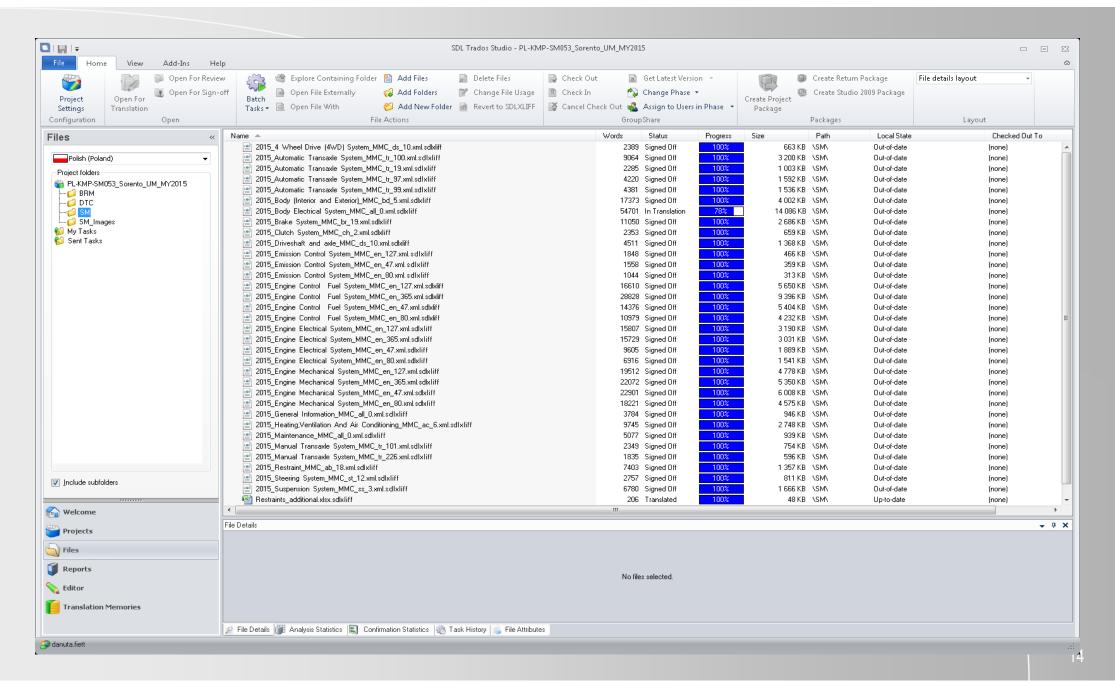
SDL API

Allowing integration with third party applications



Computer Aided Translation Tools (CAT) Project structure







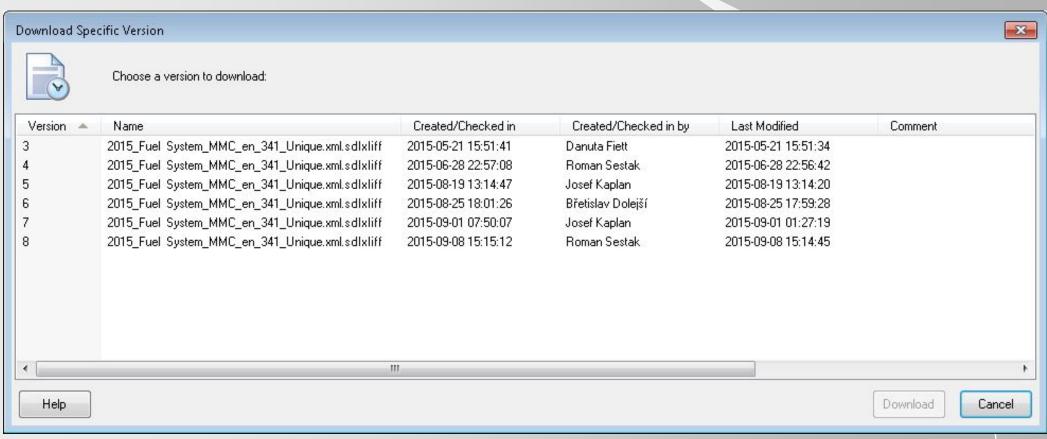
Computer Aided Translation Tools (CAT)

Translation workflow



Our standard translation workflow includes the following steps:

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







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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 — Workshop Manuals





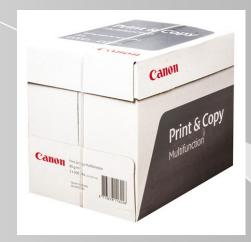
		Product inform	ation		
Project code	Model	M-Code	MY	Word count	Images
Phase 7	2021				
CS-KME-SM026	Rio	YB FL	2021	1 604 008	2387
CS-KME-SM027	Ceed	CD	2021	3 231 800	6732
CS-KME-SM0T1	Ceed SW	CD	2019	3 112 358	
CS-KME-SM0T2	Ceed SW	CD	2020	3 490 558	
CS-KME-SM0T3	Ceed SW	CD	2021	3 497 426	
CS-KME-SM028	Sorento	MQ4 PHEV	2021	1 915 633	
CS-KME-SM029	Sorento	MQ4 HEV	2021	1 817 300	
CS-KME-SM030	Sorento	MQ4	2021	2 163 527	
CS-KME-SM031	Niro	DE EV	2021	1 021 667	
CS-KME-SM034	EV6	Part 1	2022	2 500 000	
Total text volume ex	ccluding images	s (words)		24 354 277	
Total text volume ex	ccluding images	s (A4 pages)	250	97 417	
Total text volume ex	1000	97			
Total text volume excluding images (boxes)			5	19,48	
Total number of ima	ige files includir	ng translatable text			9119



Automotive project experience Selected projects — Workshop Manuals







20 boxes or 0.75 cubic metres

(if printed double-sided on standard 80 g paper)



In-house development



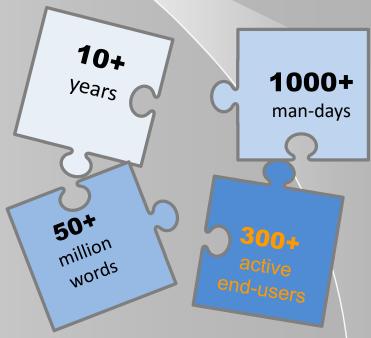
WIONET existing Content Management Systems

- 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







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

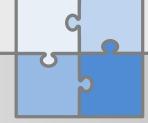
Supported formats: EPS, PSD, PDF, JPG, PNG, GIF, SWF

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





WIONET DocSorter

100%

100%

100%

100%

100%



Step 1 →

Split into groups and configurations — enable teamwork



GI	General Information	100%
EM	Engine Mechanical 1	100%
EM	Engine Mechanical 2	100%
EM	Engine Mechanical 3	100%

Engine Mechanical 4

Engine Electrical 1

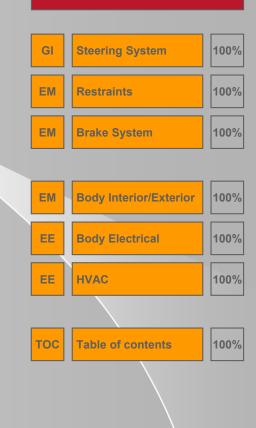
Engine Electrical 2

Engine Electrical 3

Engine Electrical 4

FL	Fuel System 1	100%
FL	Fuel System 2	100%
FL	Fuel System 3	100%
FL	Fuel System 4	100%
EC	Emissions Control 1	100%
EC	Emissions Control 2	100%
EC	Emissions Control 3	100%
EC	Emissions Control 3	100%

МТ	Manual Transaxie 1	100%
МТ	Manual Transaxle 2	100%
МТ	Manual Transaxle 3	100%
АТ	Automatic Trans. 1	100%
AT	Automatic Trans. 2	100%
DCT	Dual Clutch Trans.	100%
СН	Clutch System	100%
DS	Driveshaft & Axle	100%
SS	Suspension System	100%







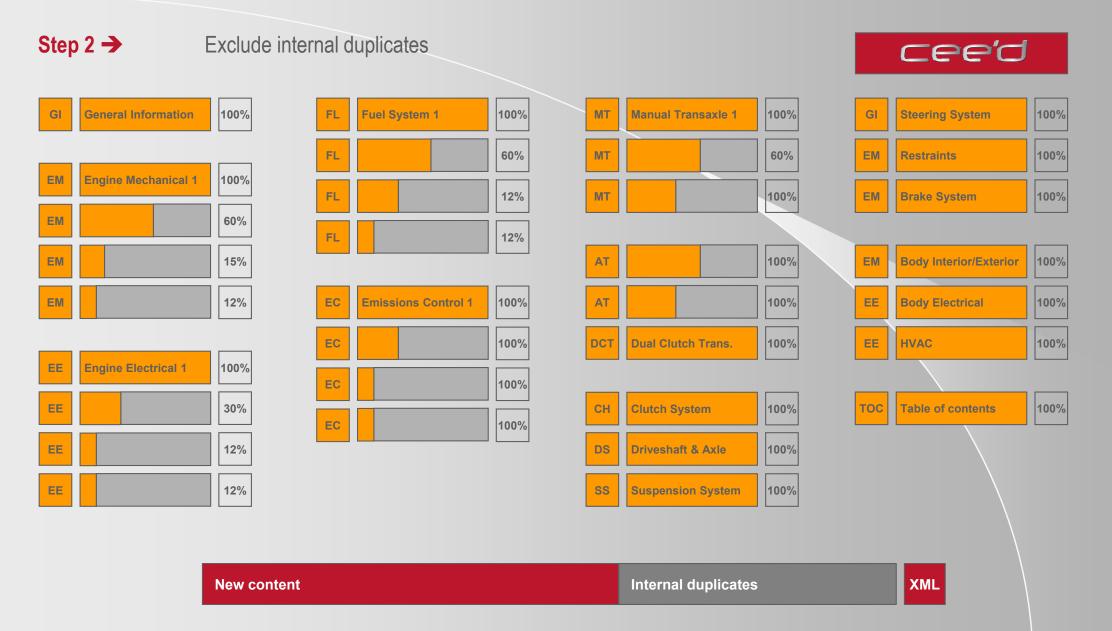






Content Management Experience WIONET DocSorter

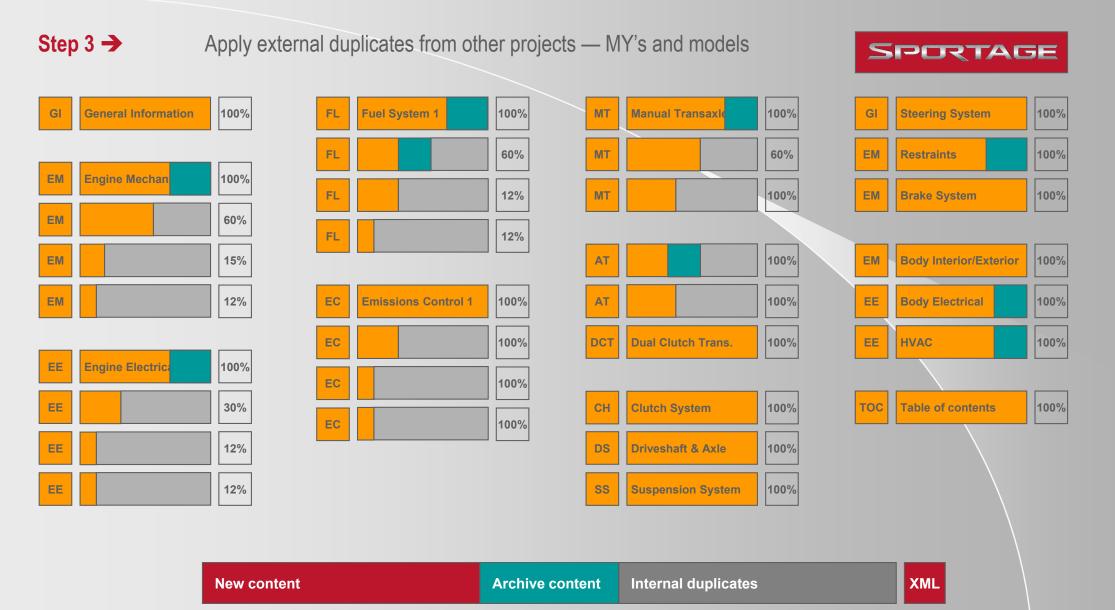






WIONE T Multilingual Information Services

WIONET DocSorter





Content Management Experience In-house development





EU-KME-SM005	SM			DTC		
LO-KIVIL-SIVIOUS	MB	Words	%	MB	Words	%
Source	20	539,000		81	1,851,000	
CMS-1	14	378,000	30%	37	753,000	59%
CMS-2	_	_		_	_	



Content Management Experience In-house development





EU-KME-SM003	SM			DTC		
LO-IXIVIL-OIVIOUS	MB	Words	%	MB	Words	%
Source	14	441,000		40	878,000	
CMS-1	12	365,000	17%	26	584,000	34%
CMS-2	5	115,000	74%	6	87,000	90%



Content Management Experience In-house development



Workload	Costs
✓ Every image localized only once	11 11 11 661 14 4
✓ Automated handling of duplicates	Usually difficult to measure May reach up to 75%
✓ Enhanced review and qualification	<i>i 3 /</i> 0



In-house development



WIONET Shop Manual

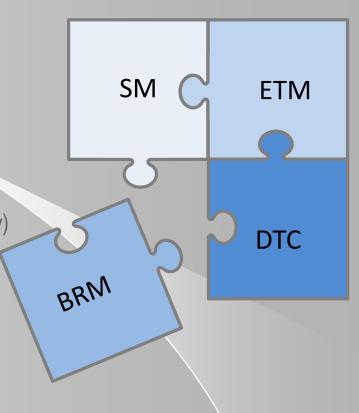
In-house developed Internet portal for publishing technical Aftersales content.

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

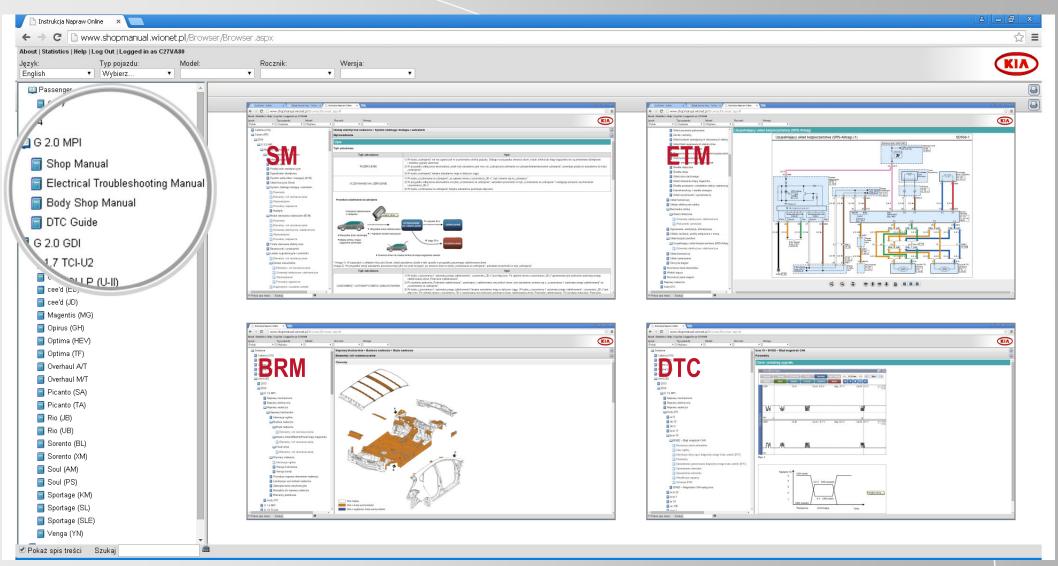




WIONET Shop Manual Online



Supported Workshop Manuals







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Part 5 - Added Value

How can we bring value to your business?

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Selected projects — Owner's Manuals, Warranty Booklets





Key facts and figures:

- All types of consumer publications for several brands
- Development, translation, DTP and printing
- Specialist consultancy services
- High quality offset or digital printing services (color or black)
- 75+ publications completed to date





Automotive project experience Selected projects — Owner's Manuals, Warranty Booklets





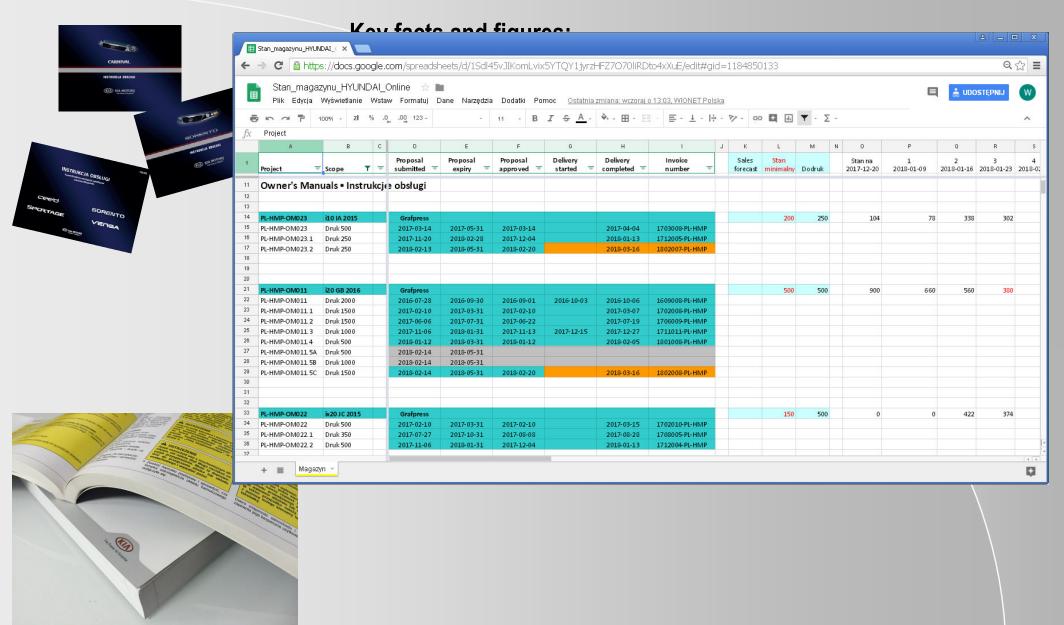
Products stock monitoring and logistics (Groupe CAT)





Automotive project experience Selected projects — Owner's Manuals, Warranty Booklets







Automotive project experience Selected projects — Mobile devices

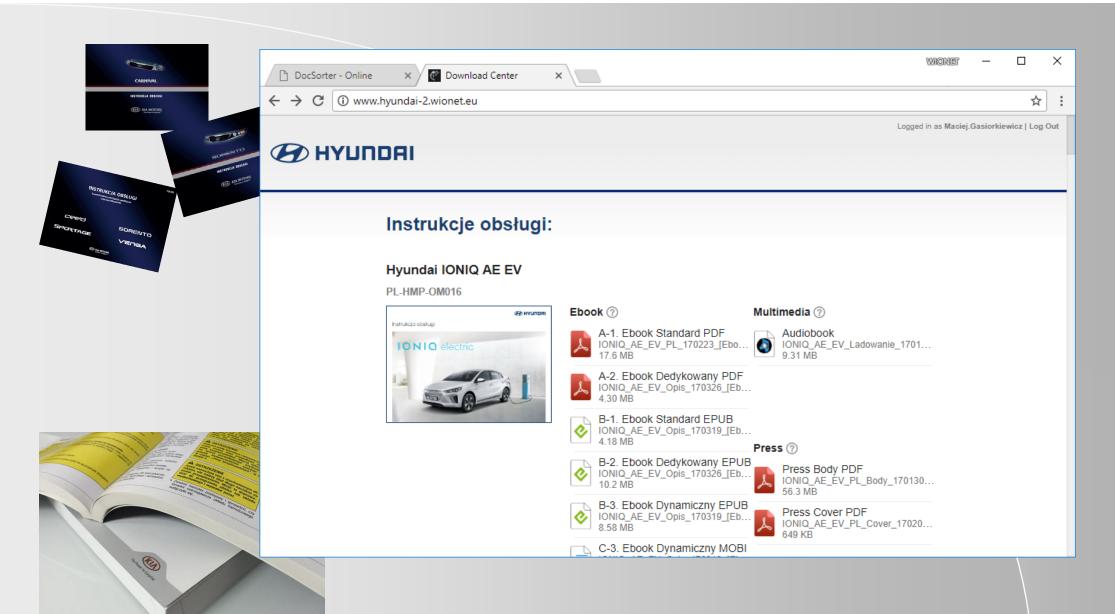


Brand	Link	Zone	www	Mobile App
нушпан	http://www.hyundai.pl/Serwis/Instrukcje_obslugi/	Public	■ PDF Standard	нушпая
Mercedes-Benz	http://www.mercedes-benz.pl/content/poland/mpc/mpc_poland_website/pl/home_mpc/passengercars/home/servicesandaccessories/interactive_manual.html#_i_nt_passengercars:home:quick-link:interactive_manual_	Public	■ HTML	\bigcirc
	http://www.opel.pl/twoj-opel/eksploatacja/instrukcje-obslugi.html	Public	■ PDF Standard	
ŠKODA	http://manual.skoda-auto.com/456/pl-PL/Models/ http://www.skoda-auto.com/en/mini-apps/owners-manuals/	Public	PDF StandardHTML	*
TOYOTA	https://www.toyota.pl/tme#/my-toyota/eManual	Client	■ PDF Standard	_
Audi	https://my.audi.com/content/pl/myaudi/pl/home.html	Client	■ Flash	_
KIA	http://www.kia.com/pl/ http://www.kia.com/eu/models/ceed_jd-5dr/	_	_	_
	https://www.volkswagen.pl/pl.html http://www.volkswagen.de/de.html	_	_	_
MITSUBISHI MOTORS	http://www.mitsubishi.pl/	_	_	_



Selected projects — Owner's Manuals, Warranty Booklets

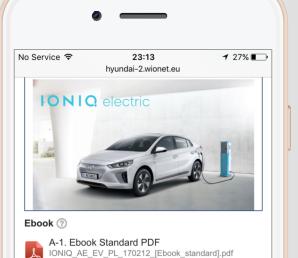






Selected projects — **Mobile websites and files**





17.4 MB

A-2. Ebook Dedykowany PDF

IONIQ_AE_EV_Opis_170228_[Ebook_dedykowany].pdf

3.42 MB

B-1. Ebook Standard EPUB

IONIQ_AE_EV_Opis_170216_[Ebook_standard].epub 3.33 MB

B-2. Ebook Dedykowany EPUB
IONIQ_AE_EV_Opis_170228_[Ebook_dedykowany].e...

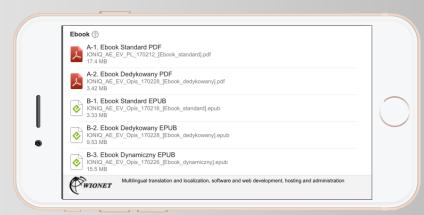
B-3. Ebook Dynamiczny EPUB
IONIQ_AE_EV_Opis_170226_[Ebook_dynamiczny].epub
15.5 MB

C-1. Ebook Standard MOBI
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IONIQ_AE_EV_Opis_170213_[Ebook_standard].mobi
1.16 MB

Multilingual translation and localization, software

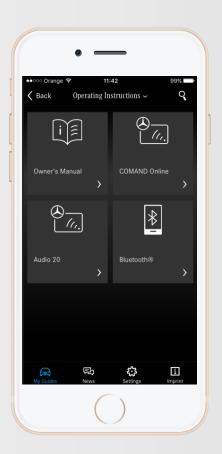
Multilingual translation and localization, software and web development, hosting and administration





Automotive project experience Selected projects — Mobile Apps













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Automotive project experience Selected projects — Marketing folders

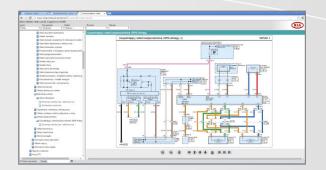






Selected projects — Online





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)





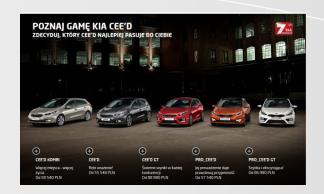
MyKia CRM System

- Localization to Polish
- Currently assisting with development, implementation and testing



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



Selected projects — Multimedia





- Model promotional videos
- Corporate promotional videos
- Training videos













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Added Value

Powerful. Strong. Accurate. Effective. Smart.



There's no substitute for complex technical projects than our single source turnkey solutions

- Single source turn-key solutions
- Perfect for complex projects
- Automotive industry professionals
- 25+ years of experience
- Second-to-none localization process
- Proven technology













































































Multilingual Translation and Localization Content Management and Information Technology Solutions for the Automotive Industry

For further details please contact:

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