



Technology
above and beyond.

A large, teal-colored speech bubble graphic with a white outline, set against a background of vertical light blue and white stripes. The text 'ONLY THE best' is centered within the bubble. 'ONLY THE' is in a white, uppercase, sans-serif font, and 'best' is in a white, lowercase, cursive script font.

ONLY THE
best

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There's an old German children's song that goes 'If you want to make good cake, seven things you'll need to bake...' – it tells you exactly what is important: the right ingredients! And if you only use the best ingredients and add a generous dollop of experience, the result can only be the best!



White or blue collar, the same entrepreneurial values are always behind an outstanding result: commitment, individuality, quality, precision and local presence. Really good bakers don't serve up bread rolls made from dough pre-fabricated by a machine, they make high-quality goods fresh every day. And you can taste it!

For 2W, each project is unique and tailored to meet the customer's needs and specifications. And we'll shake on that. Even if a lot has changed in today's society – for us, the handshake is still the sign of an honest businessperson. We stand behind our work. Individually and collectively.

Each project gets our full and undivided attention: What are the essentials for this product and what should be in the technical documentation? How should the slogan be translated to ensure the brand's individuality is expressed in the translation? What should the graphic or animation portray in order for the viewer to grasp the key message? How can I bring the brand to life and ensure that these great products are given a successful marketing concept alongside flawless documentation?

These and many other questions are what we have to ask and find very discrete answers for, each and every time. But we're well prepared. We already have the ingredients ready for your project's success: a team of motivated staff who undergo continuous professional development. 16 years of market experience and expertise from past projects. Combined with integrated specialist knowledge in technical documentation, translation, graphics, marketing, construction and interior design consulting and product management. All our departments are perfectly coordinated and work hand in hand. We often cover the entire value-added process – from the idea to the product and publication. The idea of "only the best of everything" applies here too. And it pays off! For our customers, for our business partners and for our staff.

Our quality management system ensures that this will be true going forward. Independent officials are welcome to 'look over our shoulders': we will confirm this next year with a ISO 9001 certification.

And because the Only the Best motto is so close to our hearts, we chose it for the tekomp annual conference. We'd love to tell you all about how we can put this claim into practice for you over a real Italian cappuccino and French macarons. At the tekomp: 11 to 13.11.2014 – International Congress Centre Stuttgart, Hall C2, Booth 2/B03.

We're looking forward to seeing you!



ONLY THE BEST FOR THE BEST!

2W

WE'RE PROUD OF THESE GREAT CLIENTS:

03 # 2.2014

● ACR GmbH, A-Laakirchen | ALPINA Burkard Bovensiepen GmbH & Co. KG, Buchloe | appell Werbung GmbH, Munich | AL-KO Geräte GmbH, Kötz | Annaburger Nutzfahrzeug GmbH, Annaburg | Arnold & Richter Cine Technik GmbH & Co. Betriebs KG, Munich | AssetMetrix GmbH, Munich | AVA-Huep GmbH u. Co. KG, Herrsching | AVERMANN Maschinenfabrik GmbH & Co. KG, Osnabrück | AZUR Solar GmbH, Leutkirch | Albert Kerbl GmbH, Buchbach | Agentur 22 Werbe GmbH, Munich ● BAT Maschinenbau GmbH, Meinerzhagen | Beauty Lumis GmbH, Munich | becc agency GmbH, Munich | Belfor Europe GmbH, Duisburg | Beltron GmbH, Rödermark | Betty Barclay GmbH & Co. KG, Nußloch | Brandstock AG, Munich | BMC Trading AG, CH-Grenchen | BMR Gastronomie GmbH, Munich | BMW AG, Munich | BMW Motorrad, Munich | BMW North America LLC, Montvale | Blue Hive GmbH, Düsseldorf | Bolenz & Schäfer GmbH, Biedenkopf-Eckelshausen | BrainLAB AG, Feldkirchen | BLANCO CS GmbH + Co. KG, Oberderdingen ● Claas KgaA mbH, Harsewinkel | CANTUS Media GmbH, Munich | Combera GmbH, Munich | Chronoswiss AG, CH-Luzern | Cycling Sports Group, CH-Basel | Commodas Ultrasort GmbH, Wedel ● Daimler AG, Stuttgart | Dassault Systèmes Deutschland GmbH, Stuttgart | Dr. Hönl AG, Gräfelfing | Dr. Sasse AG, Munich | Deutsche Welthungerhilfe e.V., Bonn | Deutsche Steinzeug Cremer & Breuer AG, Alfter-Witterschlick | DIENES Apparatebau GmbH, Mühlheim | Dr. Ing. h.c. F. Porsche Aktiengesellschaft, Stuttgart-Zuffenhausen | Dr. Willi Knoll GmbH & Co. KG, Krumbach | DT Swiss AG, CH-Biel | 360plus Design GmbH, Munich ● Eberhard Faber Vertrieb GmbH, Stein | ELHA-Maschinenbau Liemke KG, Hövelhof | ELWA Elektrowärme Munich A. Hilpoltsteiner GmbH & Co. KG, Maisach | eurosimtec GmbH, Düsseldorf | Emanate GmbH, Munich | Eiffage Rail GmbH, Bochum | Eugen Metzger GmbH, Bogen | Expert Communication Systems, Haar ● Faber-Castell AG, Stein | Fashion Communications GmbH, Munich | Falk Tacke GmbH, Hameln | fischerAppelt relations GmbH, Hamburg | Flad & Flad Communication GmbH, Heroldsberg | Föckersperger InTrac GmbH, Aurachtal - Münchaurach ● GALVATEK S.A.S., FR-Bonnières-sur-Seine | GEA Küba GmbH, Baierbrunn | GESER Fahrzeugbau AG, CH-Luzern | Grass Roots Germany GmbH, Düsseldorf | Graf + Cie AG, CH-Rapperswil | GÜNTHER Maschinenbau GmbH, Dieburg ● Häberlein & Mauerer AG, Munich | hansewerkzeug GmbH & Co. KG, Hamburg | Hakuodo Deutschland GmbH, Munich | Heimat Werbeagentur GmbH, Berlin | HEAT Wärmetechnische Anlagen GmbH, AT-Biedermannsdorf | Herzschatz Werbeagentur GmbH, Munich | HEPPAN Transportgeräte GmbH, Augsburg | HOBART GmbH, Offenburg | HOCHTIEF Aktiengesellschaft, Essen | Höfer & Bechtel GmbH, Mainhausen | Honda Motor Europe (North) GmbH, Offenbach | Humbaur GmbH, Gersthofen | HABRAMA GmbH, Erbach ● insoft GmbH, Großmehring | It's Live! Advertising GmbH, Munich | INMATEC GaseTechnologie GmbH & Co. KG, Herrsching | Interone GmbH, Munich ● J. Ochsner AG, CH-Urdorf | Jost-Werke GmbH, Neu-Isenburg ● Kappa optronics GmbH, Gleichen | kawomedien GmbH, Munich | KLANN Spezial-Werkzeugbau-GmbH, Donaueschingen | Kneifel Krause Kube Werbeagentur AG, Munich | Knesebeck Verlag, Munich | KAMAG Transporttechnik GmbH & Co. KG, Ulm | Knorr-Bremse AG, Munich | Kögel Trailer GmbH & Co. KG, Burtenbach | Krings Media, Munich | Kuhn Rechtsanwälte, Munich | Kutter- und Gerätebau Wetter GmbH, Biedenkopf-Breidenstein ● Langmatz GmbH, Garmisch-Partenkirchen | LEHNER Agrar GmbH, Westerstetten | LLR, Hamburg | Lissmac Maschinenbau und Diamantwerkzeuge GmbH, Bad Wurzach | L. Kellenberger & Co. AG, CH-St. Gallen | LimnoTec Abwasseranlagen GmbH, Hille | Luxoplast Kunststofftechnik GmbH, Ampfing | Lenzing Technik GmbH, A-Lenzing ● Maag Pump Systems AG, CH-Oberglatt | MALI International AG, CH-Wettingen | MAN Truck & Bus AG, Karsfeld and Nuremberg | Maria Galland GmbH, Munich | Matrix Elektronik AG, CH-Ehrendingen | Matratzen Factory Outlet AG, Elsdorf | Mazurczak Elektrowärme GmbH, Schwabach | Merida & Centurion Germany GmbH, Magstadt | Minth GmbH, Unterschleißheim | MBFZ toolcraft GmbH, Georgensgmünd | MovieTech AG, Munich ● Neo@Ogilvy GmbH, Düsseldorf | NVIDIA Corporation, Santa Clara, CA ● OCÉANO Reisen GmbH & Co. KG, Munich | Ochs Schmidhuber Architekten, Munich | Ogilvy & Mather Advertising GmbH, Düsseldorf | OgilvyAction, Düsseldorf | ORT Medienverbund GmbH, Krefeld | ORT Studios GmbH, Munich ● Paul Nutzfahrzeuge GmbH, Passau | PACT MANAGEMENT GmbH, Munich | Plan.Net concept GmbH & Co. KG, Munich | Porzellanfabriken Christian Selmann GmbH, Weiden i. d. Oberpfalz | Precisa Gravimetrics AG, CH-Dietikon | Prematic AG, CH-Affeltrangen | Primus AG, CH-Binningen | Profile Media GmbH & Co. KG, Munich | PSM Projekt System & Management GmbH, Kassel | Public Relations von Hoyningen-Huene und Partner, Hamburg | PUBLICIS, Munich | PEIKER Acoustic GmbH & Co. KG, Friedrichsdorf im Taunus ● Rathgeber GmbH & Co. KG, Oberhaching | Red Bud Industries, Red Bud, IL | Rodenbach Apparatebau GmbH, Bergisch-Gladbach | Rolf Benz AG & Co. KG, Nagold | RIEDEL Communications GmbH & Co. KG, Wuppertal | RIEDEL Networks GmbH & Co. KG, Butzbach | Runze & Casper Werbeagentur GmbH, Berlin ● SAINT ELMO'S Campaign GmbH, Munich | Salon Deluxe Werbeagentur GmbH, Cologne | SCHEUERLE Fahrzeugfabrik GmbH, Pfedelbach | Schindler Aufzüge AG, CH-Ebikon | Schneider Electric GmbH, Ratingen | Schneeberger GmbH, Höfen/Enz | Scout24 Holding GmbH, Munich | Securenet GmbH, Munich | SES Platform Services GmbH, Unterföhring | serviceplan campaign 1 GmbH, Munich | 7seas Global Content Management GmbH, Munich | Siemens AG Industry Sector, Nuremberg | Siemens Restraint Systems GmbH, Alzenau | Söllner Communications AG, Munich | Sommer Agententechnik GmbH, Altheim | Staedtler Mars GmbH & Co. KG, Nuremberg | Storymaker GmbH, Tübingen | Studio 9 GmbH, Dornach | Sturm Maschinen- & Anlagenbau GmbH, Salching | Subaru Deutschland GmbH, Friedberg ● Tischer GmbH, Kreuzwertheim | TOMRA Sorting GmbH, Wedel | TOYOTA Deutschland GmbH, Cologne | typobierl Satz + Druck GmbH, Munich | Synchor e.K., Buchbach | TypoData GmbH, Munich | Tafel mit Kollegen, Düsseldorf | Tourismus-Service Scharbeutz, Scharbeutz ● User Interface Design GmbH, Munich ● VALEO Speed Controller (VSC) Telma SA, Zweigstelle Deutschland, Pleidelsheim ● Watson Gloves Ltd., Burnaby, BC | W. L. Gore & Associates GmbH, Putzbrunn | Webasto SE, Stockdorf | Wellington Partners Verwaltungs GmbH, Munich | Werner Weitner GmbH, Eichstätt | Wunderhaus GmbH, Munich | Wunderman GmbH, Cologne | WEGMANN Automotive GmbH & Co. KG, Veitshöchheim | W4 Services GmbH, Dresden | Wolf GmbH, Berlin ● xBAV GmbH, Munich | Xella International GmbH, Duisburg ● Zalando AG, Berlin | Zeppelin Baumaschinen GmbH, Garching/Hochbrück | zeroeven design Studio für Markeninszenierung GmbH, Augsburg



ONE OF OUR BEST!

Interview with Ian Hunt
Head of Graphic Visualisation

If you were already brilliant at drawing as a child and also interested in technology – what do you become? The new Leonardo da Vinci? Not quite, but pretty close: you become the Head of Graphic Visualisation at 2W, like our colleague Ian Hunt!

Mr Hunt, was graphic visualisation always your destiny?

IAN HUNT: Yes, you could say so. Even my teachers in infant school were amazed by my drawings. I was also always one of the best at technical drawing and art in secondary school. I studied Technical and Scientific Illustration at Blackpool College for five years starting in 1980. I came to Germany on a semester abroad. I worked for various companies and ended up at 2W in 2004. I have been head of the graphics department since February this year.

Congratulations! So that's a 10-year anniversary and a promotion in one. A good year for you, right?

IAN HUNT: Definitely. I can't complain.

What does your working day look like?

IAN HUNT: Our department is an internal service provider. We work for the technical documentation, marketing and translation departments. What we do is needed everywhere as a supplemental service. But we also offer our services on an individual basis on the market. Many industries are interested in us, from automotive to medical, primarily due to the animations.

Does a graphic artist look at the world through different eyes?

IAN HUNT: When I see moving images on TV or in adverts, I always ask myself: What is real? What is animated? I can tell the difference quite well and I'm also interested from a technical point of view. Almost all graphics in films or adverts are retouched nowadays.

The evolution of the technology is, of course, also interesting for me. These days, engines are getting smaller but power is increasing. How does that work? I have to understand the design plans to create the graphics. If I don't understand it, I can't draw it.

What is so fascinating about your job?

IAN HUNT: I'm fascinated by the challenge each new job poses. Our brains have to understand images so that we can represent them. Transparent views are particularly intriguing. Things that you can't see from the outside are made visible so that the user can understand the function.

Does that mean you translate function into images?

IAN HUNT: Yes, that's right. A good graphic artist works on the principle of 'less is more'. If you open the bonnet of a car, for example, you'll see a huge array of cables and hoses, especially with older models. As a graphic artist, I make very conscious decisions about what to highlight because it is important for an instruction in a manual. I can even leave things out if they could lead to confusion.

Is the demand for graphics and animations increasing?

IAN HUNT: There's a significant increase. The use of mobile devices alone means that ever more graphics and animations are being used. We work closely with app programming companies – they purchase our services to then use them in applications.

Everything is moving towards graphic representation. 3D design data for machines is almost always completely at hand these days, as they are created for the design anyway. We can put these data to immediate good use. This is why the creation of graphics and animations has become cheaper and even more attractive.

Is there a new trend?

IAN HUNT: I think that usage on mobile devices will continue increasing. The issue of augmented reality will also become more widespread. The possibilities are currently still limited, but we're noticing that customers are becoming increasingly interested in it.

Infographics are very big in advertising right now. Our Only the Best motto applies here, too. A graphic not only has to look good, the ingredients have to be right, the components have to be correctly identified. A technical illustrator's trained eye is essential for this.

How has your job profile changed over the last 20 years?

IAN HUNT: Well, my degree is no longer available in England. It was made obsolete with the advent of the PC. A technical illustrator used to have to be able to deliver a perfect drawing with pencil and paper. A modern computer graphic illustrator often can't do that any more.

Sometimes I think that the profession of technical illustrator will die out with us, we, who learned our craft very differently. Perhaps one should consider reinstating pencil drawing as part of the course. I still remember my early days at Audi Motorsport. The project manager brought me the front of an Audi and said simply: 'Ian, take it apart and then draw everything.' I got everything down on paper with ink pens, much to the amazement of my colleagues.

Are there enough ambitious newcomers?

IAN HUNT: I have been lecturing at Munich University of Applied Sciences, Faculty 13 at the Chair of Technical Writing and Communication since this summer's semester. The topic is animations and graphics, my students are aspiring technical writers. This all came about because 2W is a partner of the Munich University of Applied Sciences. My name came up when they were looking for a lecturer in the field of graphics and animation. I enjoy it a lot, and I was at least as excited on my first day as I was on the first day of school. 25 students sit quietly in their seats and look at you. This is a very different challenge after many years of professional experience. The semester is now over and I'm really looking forward to the next one. I enjoy giving something back from my experience and enthusiasm for the job. Some of the students are now no longer sure they really want to be writers. Some may 'defect' to graphics. The next generation is therefore guaranteed.

So 2W sends you to lecture at the university?

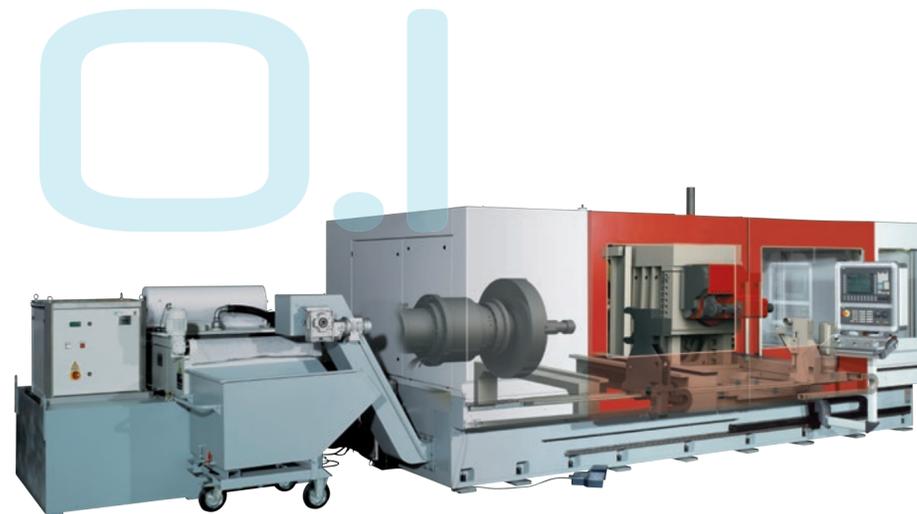
IAN HUNT: Yes, because we are a solid company specialising in technical expertise, it is in our own interest to help shape the next generation and to take this responsibility seriously in everyday life. We expect that society will provide us with the professionals of the future. We have to do our part in this and share our knowledge. Where could be better to do so than at a university for technical writing? We now have several students of Faculty 13 with us under contract and doing supervised projects and dissertations. In the long term, we do of course hope that some of them will decide to work for 2W after finishing their degrees. This will then inject the 'fresh' expertise into the company. The 'old timers' bring the experience, the new, young colleagues are better acquainted with new technologies.

And ultimately, everyone is a multiplier. If the students see us in a positive light, then they'll also speak positively about 2W to other employers, their friends and partners. This is another reason why this year's tekomp annual conference will be our third time exhibiting.

One question to finish off: Can technical documentation be good without text?

IAN HUNT: Yes, if I've done the graphics! ... But joking aside. You can't operate a large system without text and images working together. We often deal with very complex instructions here. That doesn't work without text. But sometimes you can still do without text. We recently had a job that was solely about an accessory product: the guide on how to plug in a cable. You can show this with just a few graphics. Clients do, of course, always want less text because it saves translation costs, for example. But you have to consider very carefully at what point it makes sense to use non-verbal instructions. Imagine all the things that could go wrong if you operated a machine incorrectly, and what costs that would incur. But we have fixed criteria that we use to evaluate the situation with the client.

Mr Hunt, thanks for the interview!

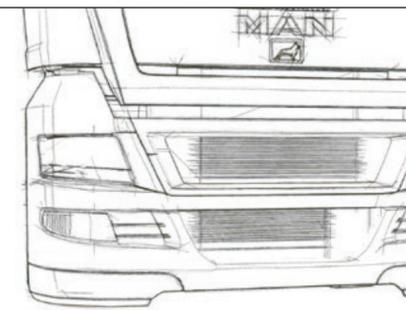
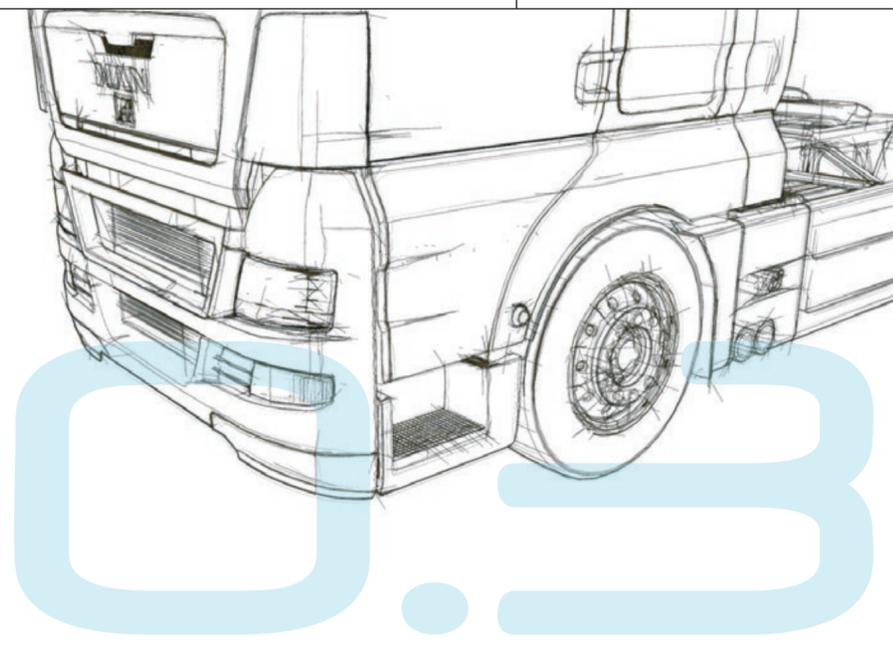


REAL LIFE EXAMPLES:

0.1
The image was made up from photos that we took at the client's location, and from existing 3D data of the machine's interior. We composited both image types.

0.2
There were no digital image data for this project, only a box with all the physical components, from the screen to the modem. We sketched the individual components and then constructed them in a 3D program.

0.3
We needed a graphic of a truck cab for a project in the commercial vehicle industry. The MAN truck cab was developed as a 3D model based on a basic schematic that we purchased. We then created an animation from the 3D data and had the truck cab drive through virtual streets.



THE FIRST BITE IS WITH THE EYE
Graphics and Visualisation

Our graphic designers and technical illustrators provide you with a product presentation without a product – through graphics and cinematic visualisation. The best way to illustrate complex connections and operation modes: for example, by taking a look inside a machine.

TECHNICAL
Documentation
SIMPLY DELICIOUS!

Our technical writers make complex subjects seem so easy. They all have a lot of practical experience, a clear methodology and didactic skills. The result: technical documentation that leaves no questions unanswered and makes reading a pleasure.

RISK ASSESSMENT
Never bite off more than you can chew!

If you want to avoid an image-damaging recall, you should consult our experts for a legally-compliant risk assessment. In terms of safety, we provide expert input, corrections and optimisations. A defined process ensures objectivity and efficiently meets the defined goals.

INFORMATION
SYSTEMS
 THE BEST THING SINCE SLICED BREAD!

Organisation is the best prerequisite for long-term success. Our experts create an electronic archive for you, built in a logically sound and comprehensible manner, and a structure that ensures optimum interaction of all elements and delivers the desired results.

2W
 TECHNOLOGY
above and beyond

2W's service divisions are each a delight in and of themselves. But if you combine them with each other, they become an incredibly delicious, perfectly balanced feast. Why not give it a try? Bon appetit!

Only the best
THE CHOICE IS YOURS

International cuisine
 ★ Sprachmarkt.de ★

Translating specialist texts requires a feel for language, mastery of the respective terminology and experience in research. We only work with professional translators in their native languages. In order to save you time and money, all projects are coordinated and handled in Munich and in Düsseldorf.

BASIC AND IN-DEPTH TRAINING
Brain food

Professional training is more important than ever: first, for the success of the company; second, for employee motivation; and third, for customer satisfaction. Our experts prepare complex technical topics for teaching according to a documented learning approach.

MARKETING MARKETPLACE
The cream of the crop

As a long-time service provider of technical documentation, we can not only explain, but also promote technology. We bridge the gap between technical function, intelligibility and entertaining communication, creating catchy and effective concepts and putting them into practice.

Food for thought
CI BUILDING AND EQUIPMENT CONSULTING

We also provide construction and interior design consulting as well as incorporating brand guidelines into the architectural language. We always pay attention to practical feasibility as well as the look. Our architects pick up the thread where the documentation department left off. What should a functional vehicle workshop look like? How can I implement a shop concept consistently and brand-specifically around the world?

TOTALLY TEMPTING
Project and Product Management
AUTOMOTIVE

Complex IT systems, as well as quality-oriented processes and project management are essential requirements to meet the high customer expectations in the automotive industry. This applies to vehicles and supplying them with professional services, accessories and spare parts.

SLICKER BRUSH OR CURRY COMB?

The Cologne University of Applied Sciences is the only institution offering a Master's degree in Terminology and Language Technology in Germany.



Prof Klaus-Dirk Schmitz

IT graduate, studied computer science, mathematics, applied linguistics and information sciences at the University of Saarland.

Professor of Terminology Science and Linguistic Data Processing at the Institute for Translation and Multilingual Communication at the Cologne University of Applied Sciences since 1992.

Managing director of the Institute for Information Management and director of the Master's degree in Terminology and Language Technology at the Cologne University of Applied Sciences.

Vice president of the Deutscher Terminologie Tag (DTT) and the International Network for Terminology (TermNet). Chairman of the DIN Standards Committee NA 105-00-05 AA, 'Systems to Manage Terminology, Knowledge and Content'.

Contact:
Cologne University of Applied Sciences
Faculty for Information and Communication Sciences, Institute for Translation and Multilingual Communication
klaus.schmitz@fh-koeln.de
<http://www.fh-koeln.de/personen/klaus.schmitz/>

The Master's in Terminology and Language Technology is a four-semester in-depth degree programme that awards a professional qualification in the design and use of terminology and language technology systems based on scientific principles and application-oriented content. As practical relevance is very important to the professors, various options are provided within the curriculum to bridge the gap between university and professional life. The mandatory internship and a Master's 'work experience' dissertation both offer students the opportunity of putting their academic knowledge into practice. In addition, presentations by professional practitioners illustrate the typical fields in which graduates may work. Another option involves aligning the degree programme's two project courses, the terminology project and the language technology project with real tasks from the industry and working together with a company.

Building a termbase for livestock farming equipment.

After the initial contact with 2W and an interesting professional practice presentation by 2W representatives at the University of Applied Sciences, the opportunity arose in the summer semester of 2014 to align the Master's degree programme's terminology project with a practice-oriented task presented by 2W, for which they also provided material. The aim of this collaboration was to design a terminology database for a 2W client, namely Albert Kerbl GmbH, to implement it with MultiTerm and then to fill it with terminological data in multiple languages. The electronic forms of various Albert Kerbl GmbH product catalogues were made available for use as source material in German, English, French and Russian. Translation memory contents were also provided by 2W, each from German into one of the three other languages.

The first step: defining the database.

After the initial analysis of the task and aim of the project, a database definition was created together with the students, widely discussed and then implemented using MultiTerm. This database definition takes account of the four languages mentioned above and is in line with the current state of research in terms of the selection and arrangement of the data categories. Its structure was, however, kept relatively 'neutral'; a precise alignment with company-specific circumstances and workflow processes was to take place only after the project had ended.



The material provided was analysed before filling the database with terminological data. First, the suggestion was made to convert the catalogues' index pages, which were in multiple languages, from PDF format to a usable format and to assign the equivalents (and also the synonymous terms in one language) to each other as semi-automatically as possible using the page numbers. This approach was to be tested on the 'Horse and Rider' catalogue; this is why a two-level specialist field classification was developed and integrated into MultiTerm, which was oriented on the product group divisions in the catalogue.

Learning from our mistakes.

The practical implementation of this approach would have been a brilliant way of constructing a multilingual terminology database for Albert Kerbl GmbH, as the catalogues' indices are surely a good representation of the company's basic terminology. However, the experiences made during the evaluation of the index entries showed that the approach unfortunately involved an immense manual post-processing workload, as the catalogue index pages contained a huge amount of product names with many variants (e.g. DE: Covatutto 16 L Brutautomat, Covatutto 24 Brutautomat, Covatutto 108 Brutautomat, Covatutto 162 Brutautomat) and the indices were not uniformly

constructed in all languages (e.g. EN: Covatutto 16 L Egg Incubator, Covatutto 108 Egg Incubator, Covatutto Egg Incubator). Nevertheless, approaching the initial filling of a terminology database like this could be quite useful if you link it with existing terminology from elsewhere in the company, e.g. the electronic product catalogue, which was not possible in this project.



The students still learned a lot from this non-feasible approach, including the need for thinking about other, more practicable approaches. Together, we decided to evaluate the translation memory files. German-English, German-French and a few German-Russian pairs were extracted from candidate terms using a bilingual terminology extraction process (with MultiTerm Extract). These term pairs had to be confirmed as terminology in principle and then each examined for correctness in both languages. The data from the first language pair were (first) imported into the MultiTerm database and then the other language pairs, with synchronisation via the German term, i.e. merged in the case of identical German terms. Once all the data were included in the database, the individual terminological entries were expanded to include the key data categories, classified (e.g. by product name or general terminology), reviewed for errors and inconsistencies and also supplemented with missing terms in the other languages using appropriate input models and default values.

A host of practical advantages.

The collaboration between the Cologne University of Applied Sciences and 2W produced a 4-language terminology database with 515 concept entries over the course of the semester. Russian terms are only available in a few entries [66]. This database contains Albert Kerbl GmbH's corporate terminology and can be used as an example, as a starting point for setting up a terminology solution and as the basis for a company-specific termbase. The students learned a lot in this application-oriented and very practical project. They also received a small allowance for their occasional informal gathering during the semester. The fact that there are now graduates, and thus also potential staff who have been given more practical training, is certainly not the only advantage that a company can benefit from in a university collaboration like this.

Udderly brilliant! Our client Albert Kerbl GmbH.

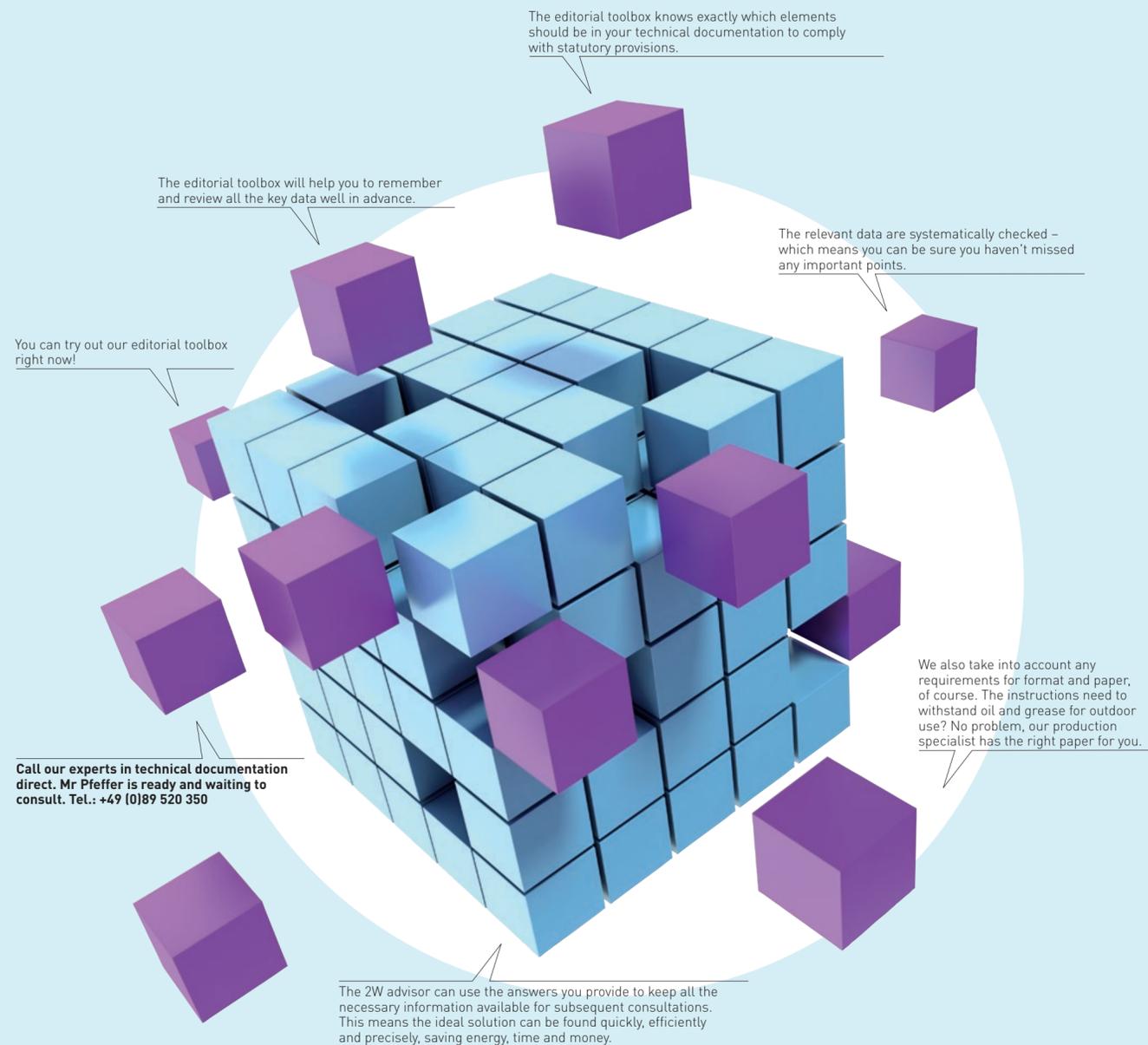
Albert Kerbl GmbH is an international manufacturing and trading company based in Buchbach and Ampfing. Together with sales offices in Austria and France, the company offers a wide range of equipment for livestock farming and breeding. The family company's roots go back to the year 1962. With its now 360 staff, the Kerbl Group achieved annual sales of 170 million euros in 2013. The company has been a client of 2W since 2011 and is looked after by the Sprachmarkt when it comes to organising the translation for 1,100 multilingual pages of catalogue, which include around 10,000 continually catalogued items. Find out more at www.kerbl.de.

¹ In the first third of the semester, the students in the terminology project worked on the evaluation of the TaaS portal (www.taas-project.eu). The TaaS portal delivers better term extraction results than MultiTerm Extract, as it works with linguistic algorithms. TaaS was not used for the 2W project, however, as TaaS is web-based and saves data to the Cloud, which was not possible for company-specific text and TM material after signing a confidentiality agreement.



WHAT KIND OF CONSULTING DO YOU WANT? ONLY THE BEST, OF COURSE!

We want to make things as simple and easy as possible for our clients. It starts with the initial inquiry. Thanks to our many years of experience in technical documentation, we know how you can achieve your editorial goals most effectively. We packed this extensive knowledge into our proprietary **2W editorial toolbox**.



The great thing about markets is that this is where you get the freshest goods. Luscious fruit at one stall, exotic spices at the other ... Obviously, not all traders can offer all products at all times. But if the traders extend their range, everyone's happy!

The 2W Marketing Marketplace is your outsourcing partner that you can rely on to ensure everyone always gets only the best!

Where can I get only the best?

FROM THE MARKETPLACE, OF COURSE!



The best for the product, right from the start

As an experienced technical documentation service provider, we know technical products inside out. This expertise, which we have accumulated over many years, is of course what you can take advantage of in the 2W Marketing Marketplace. We can even help you if your product is not yet on the market, with the following services:

- Idea and product development
- Product and package design
- Certification per DIN Standard
- Brand and patent protection
- Contacts in suppliers and producers
- Technical documentation in over 30 languages



Come out on top with the best strategy for success

Before work on the specific marketing and communication concept begins, you first have to create a solid strategic basis. This is where we can take some of the load off your sales, product management, marketing and other internal departments in many ways. We offer tried and tested methodical and facilitating support for the following tasks:

- Business development and business model development
- Market and potential analyses
- Creation of project proposals and business plans
- Innovation management / product roadmap
- Creation of technical and functional specifications
- Project and process management
- Support for market preparation and launches



Creativity is still the best way to win them over

Only if you understand something, you can also explain it to others. Whether that's B2B, B2C, commercial or consumer devices – your customers' language is our 'mother tongue'. We bridge the gap between technical function, intelligibility and entertaining communication, creating catchy and effective concepts. But that's not all! We also offer the complete creative implementation:

- Marketing and communication concept
- Naming
- Corporate design
- Website conception, design and programming
- Company presentations and trade shows
- Localisation and adaptation for various target markets



And the production? We like things to go smoothly!

When the conceptual work and creative implementation have been completed successfully, it's time for the production. And if you like, now's the time for you to kick back and relax. The 2W Marketing Marketplace will provide comprehensive support with expert advice, ensuring a smooth process:

- Production consulting
- Print production and approval
- Creation and production of promotional materials

ONLY THE BEST FOR BAVARIA

On 29 July 2014, 2W managing directors Uwe Düring and Michael Süßl were awarded the coveted Porcelain Lion, which has been presented to 50 entrepreneurs by the Bavarian State Ministry for Economic Affairs, Media, Energy and Technology since 2002 at the Munich Residenz in recognition of outstanding business achievements.

Ilse Aigner, Bavarian Minister of State, believes the winners to be proof of the innovation and dynamic growth of Bavarian SMEs, which have long been the guarantee of stability and progress in the state through their entrepreneurial creativity, future-proof business models and reliability.

This year's BAVARIA'S BEST 50 award is the 13th time in a row that the Ministry has honoured high-growth SMEs that have seen an above-average increase of employees and turnover in the last five years.

Uwe Düring: 'I am truly proud of the award. It endorses us as a company and shows that we are on the right path. For me personally, it is important to continue being a solid and reliable partner for our customers and an interesting employer for young professionals at the same time. For our staff and me, this award is also a great incentive to carry on forging ahead on this path with commitment and dedication, and to create the right conditions for doing so. I'd also like to extend my very special thanks to our employees and partners, who make a major contribution to the success of 2W every day.'

