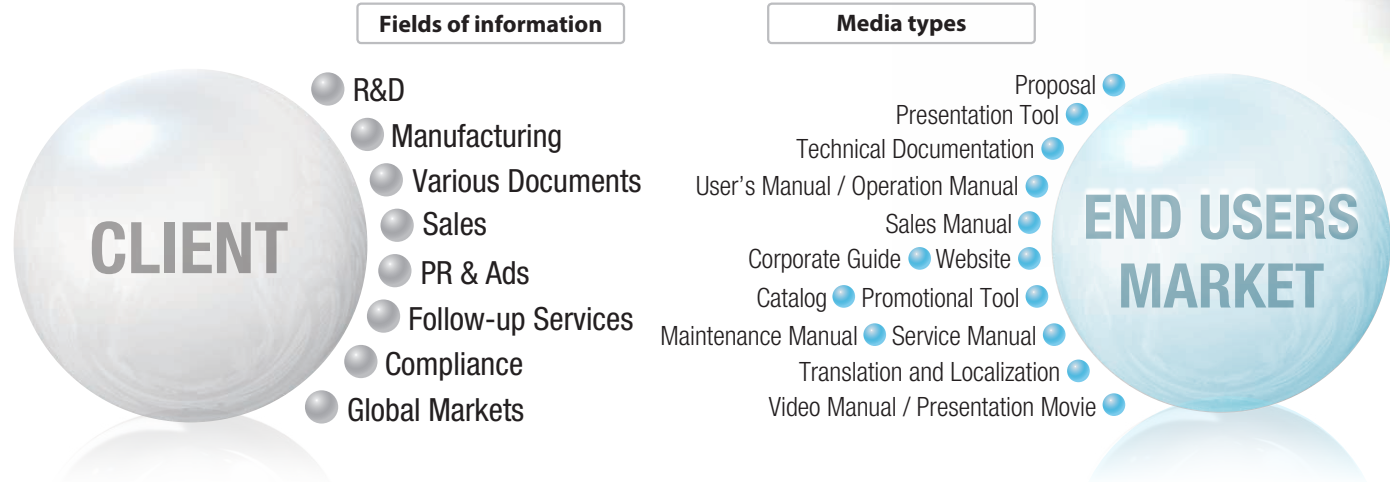# TECS®

TECS (=**T**ECHNICAL **C**OMMUNICATION **S**TRATEGIES)

From product development to expansion into global markets.
TECS helps customers transmit information every step of the way.

TECS is divided into three major production divisions in order to meet high demands of our customers. These divisions are known as the Creative, Technical, and Localization divisions. With these three groups working together, TECS can provide customers with documentation for every step of the process, from the first stages of product development, through the manufacturing and sales stages, and all the way to global markets.
TECS considers catalogs and graphic designs as integral parts of documentation.

Document Design Division

Localization Division

Creative Division

Leverage communication tools best suited for the market

Satisfy your needs & wants

CLIENT

- R&D
- Manufacturing
- Various Documents
- Sales
- PR & Ads
- Follow-up Services
- Compliance
- Global Markets

- Planning, creating and delivering the best communication tools
- Helping customers into global markets through our localization services

TECS

END USERS

Develop business. Expand profits. Strengthen brand power

Maximize user satisfaction

TECS helps our customers in various types of communication.

Fields of information

CLIENT

- R&D
- Manufacturing
- Various Documents
- Sales
- PR & Ads
- Follow-up Services
- Compliance
- Global Markets

Media types

END USERS MARKET

- Proposal
- Presentation Tool
- Technical Documentation
- User's Manual / Operation Manual
- Sales Manual
- Corporate Guide
- Website
- Catalog
- Promotional Tool
- Maintenance Manual
- Service Manual
- Translation and Localization
- Video Manual / Presentation Movie

For things that simply cannot be described through words alone, TECS uses cutting-edge multimedia technology to effectively convey information through methods such as adding narration, creating movies, or producing data to be viewed online. Of course, all products can be translated and localized into multiple languages for global markets.

Using creativity and cutting-edge technology to deliver technical information for sales or end-users in a user-friendly manner.

TECS provides a one-stop service for catalogs and corporate guides, starting from the initial conception and extending through research, design, copywriting, and photo shooting.

The range of services TECS offers for website building does not stop at just planning or creation. From consulting and advice on CMS design or SEO optimization to coding, TECS can help you every step of the way.

Furthermore, the "TECS Presen Movie" combines a wide variety of media to create an effective presentation that goes beyond a simple video clip, making it a highly praised tool for use in exhibitions or events.

Customer's process → **Planning & Development** → **Design & Manufacture** → **Sales**

Let us handle all of your multimedia tools!

Refining project proposals
Presentation materials
TECS takes normal PowerPoint presentations and gives them even greater persuasive appeal.

Easy-to-understand for end-users
Operation manual
TECS creates manuals made for any users, regardless of their age or level of knowledge.

Standardizing sales presentations
Sales manual
By adding videos and images, TECS creates manuals that are easy to understand.

From planning to research, shooting & writing
Corporate guides & product catalogs
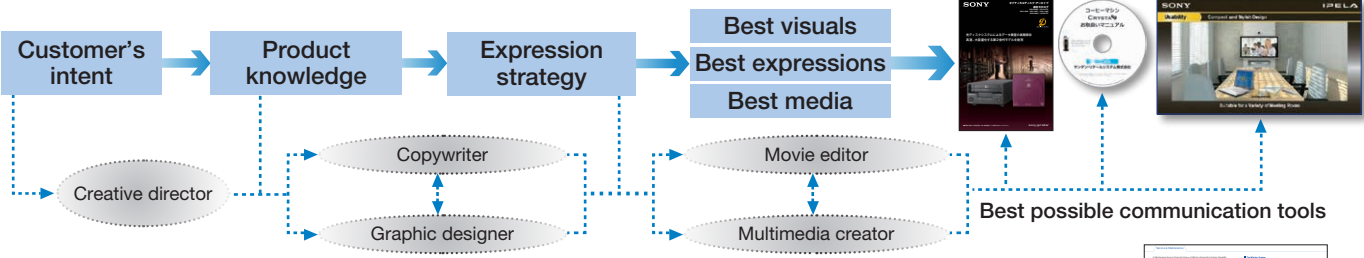We create documents with more impact and less confusion. TECS even supports small printings.

Tools created based on through understanding of the product and technology

Multimedia

Customer's intent → Product knowledge → Expression strategy

Best visuals
Best expressions
Best media

Creative director

Copywriter

Movie editor

Graphic designer

Multimedia creator

Best possible communication tools

Advertisement → Follow-up Services → Global Markets

Set yourself apart from others

Website building

We incorporate innovative ideas into your website based on your needs and requests.

TECS PRESEN MOVIE™

TECS Presen Movie

TECS has developed an exciting tool to create presentations that go above and beyond — the "TECS Presen Movie". By skillfully combining animation, audio, text, and photographs, TECS pushes the limits of IT to create a TECS Presen Movie that can help anyone explain even complicated products or technologies in a user-friendly manner.

Develop into multimedia

Exhibition panel

Video

Operation manual

Computer

Tablet

Smartphone

Catalog

Policy and process in creating instruction manuals

TECS creates documentations based on IEC 82079-1. The International Electrotechnical Commission (IEC) is a global organization that produces and publishes international standards for all technologies in electrical, electronic, and related fields.

Customer's manual making flow

Choose a supplier
Product guidance session

Research | **Check quotes** | **Pick a supplier**
Sign NDA
Provision of references
└ existing manuals, related documents
└ design materials, catalogs, etc.

Order
Sign basic contract
Issue purchase order

TECS's manual making flow

First meeting
You can tell us your current problems, requests, rough concept of the manual, among other issues. We are available for onsite or online meeting (Zoom, Skype, Teams, etc.)

Submit tentative quote
Organize the provided materials
Study the provided materials
Break down the creation process
Estimate the format and volume
Determine the style and software to use
Determine the delivery form, etc.

Discuss details based on quote
Build the content structure
(table of contents & pagination)
Scheduling (process chart)

Instruction manuals need to comply with International Standards

IEC = International Electrotechnical Commission

Standards for providing instructions for use stipulated by IEC

Instructions for use as an integral part of the product
The product shall be provided with instructions for use containing all the information that the users need to know when using the product in order to reduce the risk of damage or illness, product damage, malfunction or inefficient operation.
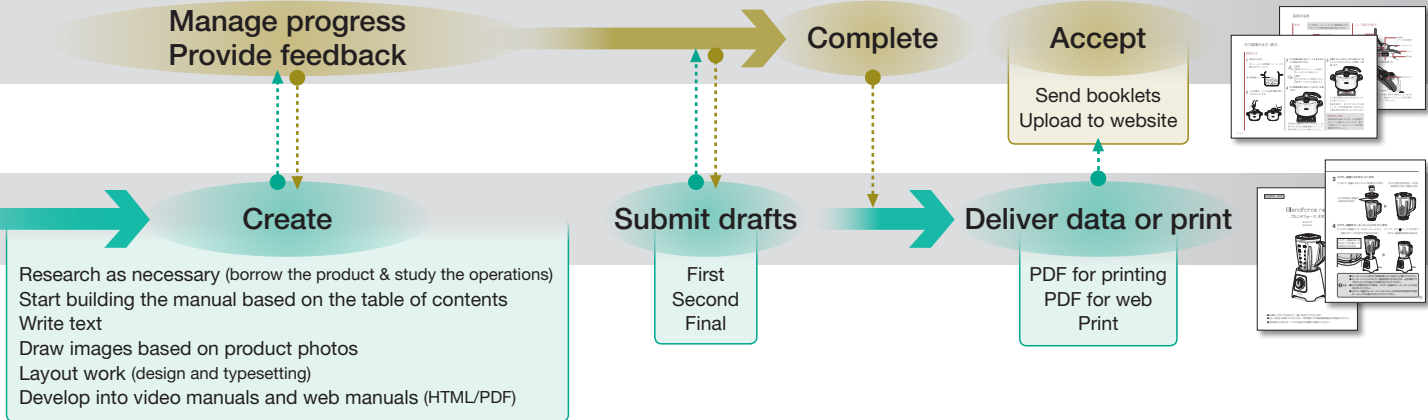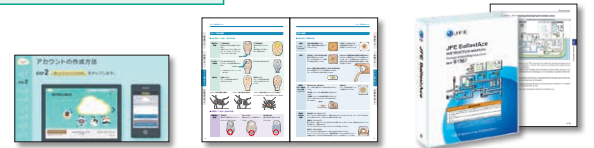
Minimize risk
Instructions for use are an integral part of safe operation and maintenance of the product. The instructions should provide information to avoid (a) unacceptable risks for users or other parties, (b) damage to the product or other items, and (c) malfunction or inefficient operation. The instructions should provide the information necessary for the users to reasonably foresee and avoid any misuse.

Quality of communication
The responsibility for creating the instructions, including checking and proofreading thereof, must be borne by technical writers with a specialized set of knowledge or field experts. They must have the following capabilities:

Flow of creating documentation (e.g. instruction manuals)

TECS proposes the most suitable manual format for your products including booklet, video, and HTML.

Manage progress Provide feedback → **Complete**

Accept

Send booklets
Upload to website

Create

Research as necessary (borrow the product & study the operations)
Start building the manual based on the table of contents
Write text
Draw images based on product photos
Layout work (design and typesetting)
Develop into video manuals and web manuals (HTML/PDF)

Submit drafts

First
Second
Final

Deliver data or print

PDF for printing
PDF for web
Print

The level of description and depth of information must fit the knowledge of the intended users.

- Advanced technical communication skills
- Solid linguistic ability
- Knowledge and understanding in the subject area
- Knowledge and competence required in the process of creating instructions

Language
The instructions must be provided in the official language of the country where the product is to be sold. The responsibility to ensure the quality of translation, including checking and proofreading thereof, must be borne by translators with a specialized set of knowledge or field experts.

Safety information
- Notes for safety
- Product safety labels & safety signs
- Warning message

Importance of retaining instructions
During the expected service life of the product, the supplier must make available, upon request, alternate copies of all instructions for use, for example on the website.

The contents above are summarized excerpts from the publication issued by the Japanese Standards Association: "Preparation of instructions for use – Structuring, content and presentation – Part 1: General principles and detailed requirements".

Coverage of more than 40 languages around the world.
TECS brings together expert linguists and advanced localization tools to support our customers in global markets.

TECS covers more than 40 languages thanks to our global network of linguists. Almost all projects are translated by native speakers of the target languages, and then the quality is thoroughly checked by our inhouse coordinators. We also provide proofreading service where the native speakers carefully check the document translated by our customers. What TECS offers is more than just "translation". We provide "localization" services that take into account the local sales customs and cultural background of the area.

Customer's process → **Planning & development** → **Design & manufacturing** → **Sales**

Localizations
perfect for any purposes

● Localizing All Documents

TECS has a proven track record in localization of various documents, websites, movies, software UIs and online training tools. We also create glossary lists as necessary for terminology management.

Translation done by native speakers of the target language
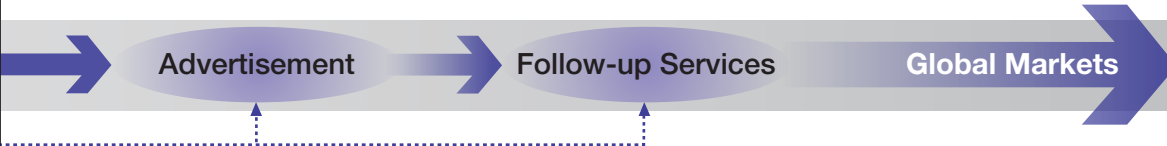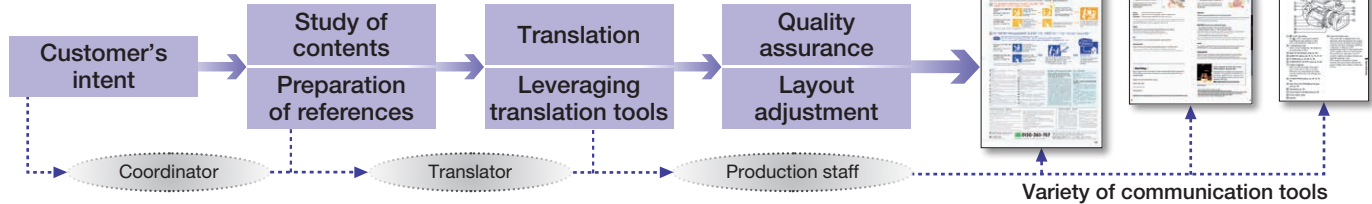
Feel secure even with highly specialized documents
Our linguists are capable enough to choose appropriate terms and weave them into translation that best conveys the message of the original.

Global network of linguists

Quality that only expert native linguists can achieve
With partnerships around the world, TECS can provide accurate and high quality translation services.

เราคือ IHI
Esta é IHI
This is IHI
Đây Là IHI

Go beyond translation and ask for localization.

Localization is a manner of translation that takes into account the **customs and culture of the target region.**

Global tools

Customer's intent	Study of contents	Translation	Quality assurance
	Preparation of references	Leveraging translation tools	Layout adjustment

Coordinator → Translator → Production staff

Variety of communication tools

Advertisement → **Follow-up Services** → **Global Markets**

世界　세계
Le monde　o mundo
العالم　МИР
il mondo
Die Welt　Κόσμος
World
de wereld
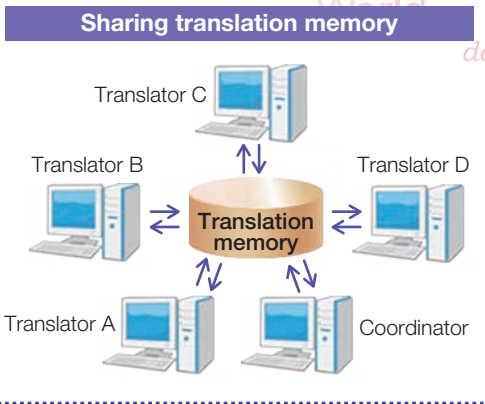

Covering 40+ languages

Japanese, English, Simplified Chinese, Traditional Chinese, Korean, Thai, Vietnamese, Russian, Spanish, French, German, Greek, Italian, Swedish, Polish, Portuguese, Hungarian, Dutch, Arabic, etc.

* Other languages are also available.

Ensuring consistent quality

Leveraging SDL Trados®

A good translation is defined by speed, quality, and consistency. TECS uses the translation support software SDL Trados to create a database of corresponding segments in the source and target languages, which enables us to improve efficiency and achieve better quality through consistency. Imagine that you are revising a long manual. By using SDL Trados, TECS can provide consistency between the new and old areas, reduce costs, and increase production speed.

Sharing translation memory

Translator C
Translator B
Translator D
Translation memory
Translator A
Coordinator

🔵 Company Overview

Corporate name: TECS Corporation

Chairman: Yusuke Usui

CEO: Kumiko Sakano

Foundation: January 1984

Establishment: March 1, 2012

Capital: 14,100,000 yen

Banker: MUFG Bank, Gotanda branch

Web site: https://www.tecs.jp/en/

Address: 7-1-9 Gotanda HS Bldg., Nishi-Gotanda, Shinagawa-ku,Tokyo, 141-0031, Japan

Phone: +81-3-3493-7811 (Representative)

FAX: +81-3-3779-0668

🔵 Main Customers

Sony Corporation, Sony Group, Fuji Xerox System Service, SEB Japan, Living Technology, Corona Industries, Plus, Kyodo Printing, Wacom, Embassy of the Republic of Singapore, Oak Lawn Marketing, Canon Electronics, ANA, JFE Engineering, Sanyei Corporation, IDEA International, Takara Belmont, Denso, CONAIR, QVC, Fujikura Composite, Geometry Global, Hogarth, Suntory Beverage & Food, Triple W Japan, ECAD Solutions, ELECOM, SmartLogic, Brewmatic Japan, Ladonna, CEM Corporation, Yokogawa Electric Corporation, Softbank Robotics, METEOR APAC, Convatec Japan, Dexerials, Season Tech, Ohashi Chiso Laboratory, and more (Random order)
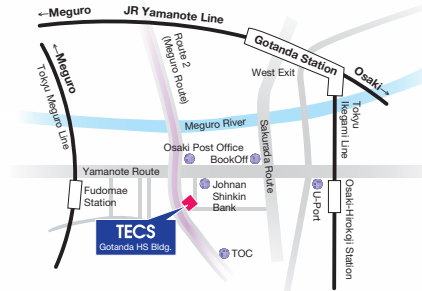
History

January 1984	Established as an international publication/technical information production company in Shibuya, Tokyo by Yusuke Usui. Three sections were created: Creative, Engineering, and Language.
September 1985	Moved the office to the fifth district of Nishi-Gotanda, Shinagawa-ku as a result of company growth.
September 1990	Moved the office to the third district of Nishi-Gotanda as a result of company growth.
May 1995	Moved the office to the current location at the seventh district of Nishi-Gotanda. Connected 50 Macintoshes to TECS-NET. Introduced Presen Movie.
May 1998	Expanded TECS-NET to 120 PCs.
September 2000	Expanded TECS-NET to 200 PCs. Introduced the e-Manual, where service technical information can be viewed on PC.
May 2002	Introduced the translation support tool "TRADOS" and began multilingual localization services. Founded TECS Corporation of China in Shenzhen, China. Started documentation services in China.
December 2002	Received certification as a Sony Green Partner.
August 2008	Began production of PPT (PowerPoint) movies.
February 2009	Developed the PDF Movie Manual.
January 2010	Introduced a renewed version of the TECS PDF Movie Manual.
May 2010	Introduced TECS Hybrid Manual. Integrated TECS PDF Movie Manual.
February 2012	TECS was dissolved as voluntary liquidation.
March 2012	New TECS Corporation was established taking over the goodwill from former TECS, Ltd. Kumiko Sakano became CEO.
May 2016	Closed TECS Corporation of China.

The Creative & Document Company

TECS ®

www.tecs.jp/en

Map labels:
- ←Meguro JR Yamanote Line
- Gotanda Station
- Osaki→
- West Exit
- ←Meguro
- Tokyu Meguro Line
- Route 2 (Meguro Route)
- Meguro River
- Osaki Post Office
- BookOff
- Sakurada Route
- Tokyu Ikegami Line
- Yamanote Route
- Fudomae Station
- Johnan Shinkin Bank
- U-Port
- Osaki-Hirokoji Station
- **TECS** Gotanda HS Bldg.
- TOC

Since 1984

TECS Corporation

**7-1-9 Gotanda HS Bldg., Nishi-Gotanda,
Shinagawa-ku, Tokyo, 141-0031, Japan
Phone: +81-3-3493-7811 (Representative)
FAX: +81-3-3779-0668**