

Treido Creato Corporate Profile





TReiDO Creato Company Profile

Company Name	Treido Creato Co., Ltd.
Established	August 22, 2007
Capital	5,000,000 yen
Headquarters	1-9-4 Higashi-Gotanda Shinagawa-ku Tokyo, Japan Zip code: 1410002 Tel: +81-3-5789-4664 Fax: +81-3-3444-2669
Representative director	Kohei Aizawa
No. of employees	22 (as of May 1, 2017)
Businesses	<ul style="list-style-type: none">- Provide services and instructions relating to education and training.- Develop and distribute educational materials.- Develop and distribute e-learning products.- Develop and distribute computer softwares and systems.- Provide services of translation, editing, and printing





Features of Treido Creato

- Many of our members used to work at automobile companies. (Mazda, Nissan, Toyota, Honda, BMW, Bosch, etc.)
- Experience and expertise in the business of automobile manufacturers, importers and dealers.
- Provide training services more practically and professionally, especially in the field of automotive industries.
- Provide comprehensive training services including training administration office, e-learning, field assistance, etc.
- Enhance training effectiveness by blended training combining F2F training and e-learning.





Outline of our service

We provide our customers with the most effective solutions for personnel training in various fields of businesses.
In order to improve customers' business, we also have lined up our excellent services on consultation, documentation and e-learning providing with ICT technologies.
We always respond to various customers' demands with our trusted and capable services.



4 types of services by Treido Creato

We always focus on customers, think for customers, and find out real customers' demands.
Providing valuable services for customers is definitely our first priority.

We create our services of **Training**, **e-learning**, **ICT**, and **Documentation** at a high level, and support you on a human resource development at your every organizations.

Training TR

One stop service for
education and training

e-learning e

Optimum e-learning
services

ICT solutions i

Solutions with the latest
ICT technologies

Documentation DO

Documentation
complied with e-Book
and e-Pub

in addition to the above



Creative service – Automobile business operation support **Creato**

One stop service for education and training

Comprehensive service covers all of the operations in the training program

- **Planning and design** (Goal setting, create curriculum and syllabus, etc.)
- **Training office** (Arrange the place, schedule, invitation, reception, fee, inquiry, etc.)
- **Conduct training** (Dispatch trainer and assistant and run the program)
- **Evaluation** (Make up questionnaire, score exam. research, report, etc.)

Customize and arrange the program complying with your demand

For example;

- **Before-After Evaluative training based on customers' requirements**
- **Consultation based training on site**
- **Personally adopted training combining with online**

■ Sales skill up training

To acquire more practical sales skill, we prepare various types of programs combining with role playing and discussion base workshop. Students play and think of their role deeply and learn how they should do and should not do at their sales activities.

Our professional trainers use the coaching method, and encourage and motivate the students.

- Product knowledge
- Business manner/Lady's manner/Customer relationship
- Sales pressess (Grasp needs and wants/Presentation/Closing)
- Leadership
- Social style model approach

■ Training office

- Information/reception/help desk
- Follow (bring into the course)
- Collect and maintain the information of the participants
- Make up questionnaire and score exam.
- Research, report, etc



■ Management training

Students review and brush-up the leadership program first, then, analyse the actual management indexes and think how they can improve the situation. Through the role playing program, students will notice how they should manage their shop.

After participating the training course, students will acquire the knowledge and skill needed to manage the resources and activities at their shop.

- General management
- Shop management
- Coaching

■ Technical training

- Basic technical
- Engine/Chassis/Gearbox/Electronic/Diagnosis
- Planning and designing certification program

■ Customer relationship training for service personnel

■ Service advisor training

Optimum e-learning services

It is no doubt that e-learning at present is useful method to study and learn something especially for the knowledge acquisition.

We have been providing many customers with various e-learning services; producing learning materials, introducing and maintaining Learning Management System (LMS), running courses, and so on.

Based on our experience, we continue to provide the best service for each customer complied with new technologies and methods.



Optimum e-learning services

Our process of e-learning content production



Process	Our action
Research	<ul style="list-style-type: none"> ● Measure and quantify the gap between targeted levels and actual levels through preliminary testing and on-site investigations ● Investigate attributes, learning locations, environments, and environments of PCs and mobile terminals such as iPhones and iPads through surveys
Set learning target and compose learning materials	<ul style="list-style-type: none"> ● Break down the issues that emerge through investigations into behavior processes, and set quantitative targets for each item ● Clarify the role of e-learning in the achievement of each target, and the role of other existing learning materials and group training ● Decide on content packaging
Create instructional design	<ul style="list-style-type: none"> ● Break down the content and set targets for each component ● Compose optimal scenarios for achieving goals and design interactive elements and screen layouts ● Decide on management methods and methods for measuring effectiveness ● Write scenarios based on scenario composition
Develop e-Learning contents	<ul style="list-style-type: none"> ● Create illustrations, images, PowerPoint slides, etc. ● Create Flash animation, interactive elements, etc.
Film in the studio or on location	<ul style="list-style-type: none"> ● When centered on video content, make preparations such as arranging actors, location handling, making cuts and producing graphic content ● Efficient on-site filming led by on-site director ● Recording of lecture scenes and narration in our studio
Authoring and packaging	<ul style="list-style-type: none"> ● Effective scene editing, and insertion of effects, background music and captions ● Addition of subtitle, reference and bookmark functions ● Support for languages other than Japanese and English
Distribution	<ul style="list-style-type: none"> ● On-demand distribution via the Internet, installation on terminals, and distribution via DVD/CD ● Support a variety of terminal formats including PCs and smartphones and tablets including iPhones and iPads
Operation, management, and reporting	<ul style="list-style-type: none"> ● Implementation of learning management through the Learning Management System (LMS) ● Establishment of a support desk ● Outputting and reporting learning progress to customers ● Study promotion activities can be implemented
Measure effectiveness	<ul style="list-style-type: none"> ● Quantitative analysis of target achievement and satisfaction through online tests and online surveys ● On-site investigation of changes in the behavior of students
Find out problems and propose the solutions	<ul style="list-style-type: none"> ● Comparative analysis of initial analysis values/targets with effectiveness measurements ● Identification of unreached goals ● Proposal of plans for next learning stage

Samples of contents (our past production)

■ e-learning

Featuring the three separated screen with video and animated illustrations, learning effect will be increased.

All of the e-learning materials are operated and managed by Learning Management System (LMS).

<e.g.>

- Sales process training
- New product knowledge
- Basic technical



■ Case-study video

Actors are used to provide examples of poor customer support, providing effective video content that can be easily understood as material for discussion in group training and study groups in the workplace.

<e.g.>

- Videos of good examples and bad examples in the sales process
- Videos of good examples and bad examples in dealing with complaints



■ Video archive

A variety of technical expertise is recorded on video as the company's intellectual property, and archived to allow viewing at any time, enabling efficient and effective learning by the next generation. Instructions on how to use products is also arranged video content, which can be viewed on mobile devices such as iPhones and iPads, in addition to DVDs and CDs.

<e.g.>

- Video of special technology used in the manufacturing process
- Video of the steps used to repair products
- Video providing instructions for end users of products



■ Internet live streaming

Training sessions and lectures are delivered live over the Internet. Superiors can view attendance of training participants from their PCs, and deliver live explanations of new products and new businesses.

<e.g.>

- Training sessions for members nationwide
- Briefings on new products and new businesses for managers of distributors
- Briefings on new products and new businesses for end users



(Trust us with producing content in languages other than Japanese and English too)

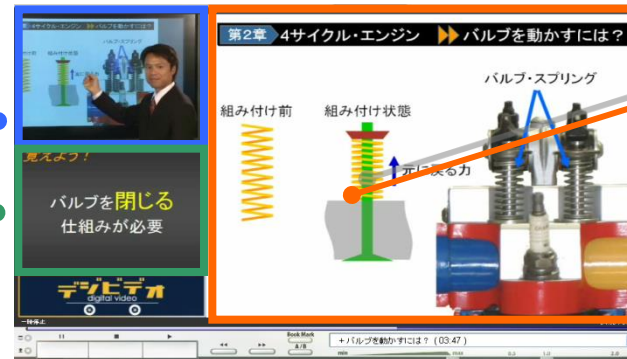
Features of VOD content

Our content is devised to improve understanding by ensuring learning continues without learners growing tired of the content.

Screen split into three parts

■ Lecturer video
"Live" video conveys the atmosphere of the classroom.

■ Supplementary slide
Information such as hints, key points and references is shown here, promoting and broadening understanding.



■ Main slide
This visually conveys the outline and flow of the lecture in an easy-to-understand fashion. Video and animation are shown as appropriate.

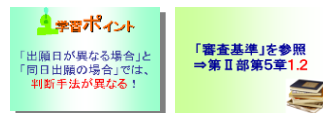
Recreation of the whiteboard

The text and diagrams drawn on the whiteboard by the teacher are displayed on the main slide. The lecture proceeds in the same way as being in an actual classroom.



Use of the supplementary slide

The third display section (supplementary slide) displays a variety of information such as key points and hints for learning, text reference pages, and the progress of the lecture, promoting and broadening understanding.



Use of video clips

It is possible to create lessons by showing past videos or newly recorded locations accompanied by an explanation by the teacher.



Use of document video

Video shot with the document camera can be used to provide explanations while showing forms such as applications. Showing actual forms promotes understanding among students.



Features of VOD content

Various other functions are also provided to improve learning convenience and promote study through e-Learning. We will also develop additional features to meet your needs.

Adjust playback speed

Video playback speed can be set to any speed between 0.5x and 2.0x. Speeding up and slowing down the video can be used to increase learning efficiency and improve understanding.



Bookmark

Bookmarks can be saved to play back key sections later. The bookmarks are retained even after the screen is closed. Up to three bookmarks can be stored by default.



Restart

Video can be restarted from the position at which it was last stopped. The position is stored even if the PC is shut down.



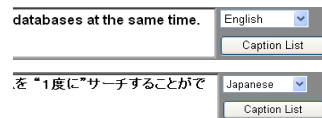
Repeat segment

Any segment can be repeatedly played back (loop playback). It is possible to repeatedly watch the same section until it is understood.



Display subtitles

Subtitles can be displayed in numerous languages. A list of the subtitle text can also be displayed in a separate window, and the text can be clicked to jump to the corresponding part of the video.

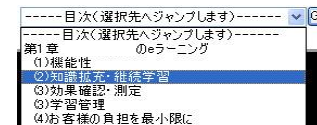


Split playback

A selection button is shown during playback, and the playback position changes depending on the results of the selection. Videos can be played back according to students' level of understanding and intentions.

Jump from TOC

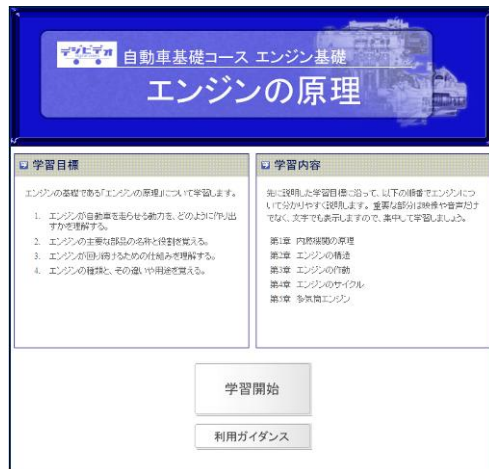
Items can be selected in the pull-down list of the Table of Contents to jump to the relevant location. This is useful for only watching the necessary titles.



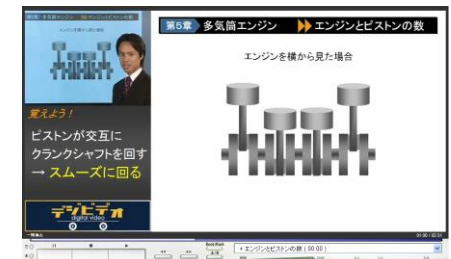
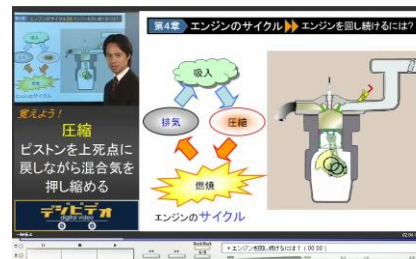
Switch screen

It is possible to switch between displaying and hiding the instructor screen, the main slide screen and the supplementary screen.

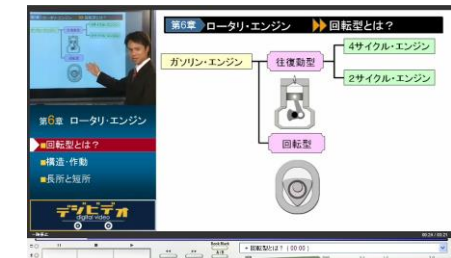
General purpose content



Explanations of the principles of internal combustion, engine construction, piston strokes and engine cycles are provided in an easy-to-understand lecture format. Animation made familiar by MovieCom, photos and models are used as supplementary learning materials to provide a visual understanding as the teacher makes explanations. (Price: JPY63,000)



Explanations of the types of gasoline engines, and the construction of 4-cycle engines and 2-cycle engines are provided in an easy-to-understand lecture format. Animation made familiar by MovieCom, photos and cut models are used as supplementary learning materials to provide a visual understanding of complex structures and operations as the teacher makes explanations. (Price: JPY63,000)



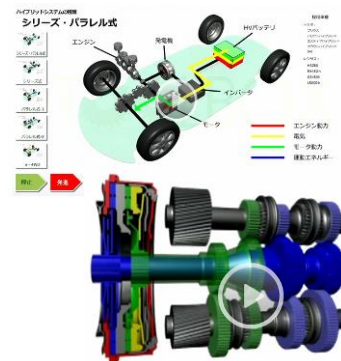
General purpose content



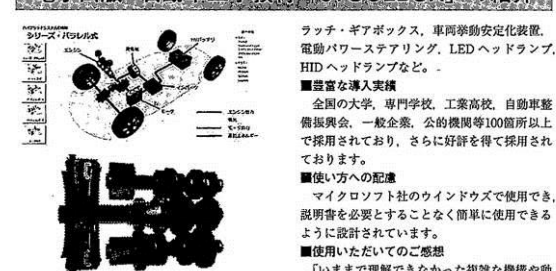
"eTOOLBOX" provides content based on the content of textbooks issued by the Japan Automobile Service Promotion Association (JASPA) and the Japan Automobile Maintenance Colleges Association (JAMCA) to accurately represent structures and operations that had been difficult to understand through conventional text and illustrations by using easy-to-understand 2D and 3D technical animations

It is used in over 100 locations nationwide, including universities, technical colleges, industrial high schools, JASPA, automotive companies and public institutions.

The structure and operation of all automotive mechanisms are covered in a total of seven categories: Gasoline Engines (JPY113,400), Diesel Engines (JPY141,750), Automatic Transmissions (JPY71,400), Chassis (JPY94,500), Body Electrical Components (JPY94,500), Engine Electrical Components (JPY71,400) and Hybrid Systems (JPY157,500).



電子出版・自動車工学教材「eTOOLBOX」の紹介



自動車工学教材「eTOOLBOX」に新シリーズ登場!

好評いただいております自動車工学教材「eTOOLBOX」に、新しく「新機構編」がラインアップ致します。これまでの基礎編に追加して、最近話題のハイブリッドシステムをはじめ、これからの自動車工学に欠かせない新技術を網羅致しました。1級自動車整備士や整備主任者研修に必要な項目をピックアップし、これまでの基礎編とともにご活用いただけます。

■本商品の特徴

「eTOOLBOX」は、自動車整備振興会連合会および全国自動車整備専門学校協会発行の教科書の内容を熟考し、いままでは言葉だけでは学習者に伝わりにくかった構造・作動を2D・3Dのテクニカル・アニメーションを用いて視覚的に訴え、かつ正確に表現しています。今回新シリーズで追加しました「新機構編」は、これまでの基礎編に比べて品質を向上。高品位なテクニカル・イラストレーションが「わかりやすさ」を進化させました。

■「新機構編」掲載項目

ハイブリッドシステム、アトキンソンサイクル、バルブ休止システム、アイドリングストップ機構、直噴エンジン、リニアパワートレイン、可変バルブ機構、電動ウォークポンプ、過給装置(ツインチャージャー)、CVT、ツイン

ラッチ・ギアボックス、車両挙動安定化装置、電動パワーステアリング、LEDヘッドランプ、HIDヘッドランプなど。

■豊富な導入実績

全国の大学、専門学校、工業高校、自動車整備振興会、一般企業、公的機関等100箇所以上で採用されており、さらに好評を得て採用されております。

■使い方の配慮

マイクロソフト社のウィンドウズで使用でき、説明書が必要とすることなく簡単に使用できるように設計されています。

■使用いただいてのご感想

「いままで理解できなかった複雑な機構や動きが、3Dアニメーションによって確実に理解できた!」

昨今、自動車工学関連の教育現場において活字離れの風潮があり、教科書に作動が掲載されている部品を購入することが非常に困難になっています。このような現状で苦慮していたとき「eTOOLBOX」の存在を知り、購入しました。

実際に授業で展開してみると、作動が連続的に、それも3D(3次元)の立体図で映し出され、学生の理解度に合わせてコマ送りや繰り返し見ることができました。教科書に掲載されている図と図のすき間を埋めるような作動も確認することができるので自信を持って教えることができ、生徒からも非常に好評を博しています。

——東急自動車整備専門学校 教師

大八木 正信 様より

自己学習用 e ラーニング教材「eTOOLBOX Plus」も同時発売

今回、ハイブリッド自動車基礎編として、自己学習用教材「eTOOLBOX Plus」を新たにラインナップ。自己学習に必要な音声ガイダンス、テキストの表示、ヘルプ機能を装備し、初めての方でも自分のペースで簡単にお使いいただけます。ハイブリッド自動車に関する基本として、ハイブリッドシステムの種類や概要、車両の点検・整備、起動方法、事故車両の処置、車両の廃棄などに分けて、わかりやすく説明。さらに

Solutions with the latest ICT technologies

The Company's ICT (Information and Communication Technology) is not only utilized in e-Learning services, but also provides the basis for various other services provided to customers, such as system development/deployment/operation/maintenance management, on-site support, and help desks.

Along with the latest ICT solutions such as systems linking mobile devices and database servers, and development of applications for the iPhone and iPad, we also provide system deployment to nationwide branch networks, operation guidance, and online help desks.

■ System development

Systems using the Internet have become important elements supporting business. As companies considering the implementation of web-based systems as tools for handling business increase, we offer total support spanning from proposals to development and subsequent operation and maintenance.

<Past development and deployment>

- Knowledge management system (information portal)
- Learning Management System (LMS) * With multi-device support
- Stocking management system



■ System deployment and operation support

We handle rollout to group companies and support for localization of overseas systems.

We also provide instruction and training outsourcing services to enable people in the workplace to skillfully use systems.

In addition, we take care of support desk and office management services.

Example of deployment of LMS supporting multiple devices

- Deployment site: Photonics Center, Osaka University
- Deployment date: March 2011
- System overview: Identification of type of device accessing the site, and displaying the applicable content while managing the study history
- URL: <https://el.parc.osaka-u.ac.jp/> (PC)
<https://el.parc.osaka-u.ac.jp/m/> (mobile)



Documentation services complied with e-book and e-pub

A manual needs to enable the reader to correctly understand all of the content and behave accordingly. It must be made easy to use for the user by being searchable, convenient and easy to read. It is also necessary to understand the state of use by users, and make further improvements.

Treido Createo's document services include:

■ Learning necessary information, knowledge and periphery information

Based on our motto of "Making customers smarter," we provide learning of necessary information, knowledge and periphery information.

■ Simple and easy to understand from the user's perspective

No matter how accurate, a manual is useless if it is too complex and difficult to understand. We select only the necessary information, and propose suitable expressions, designs and page layouts. We also make an effort to improve content through the effective use of illustrations and images.

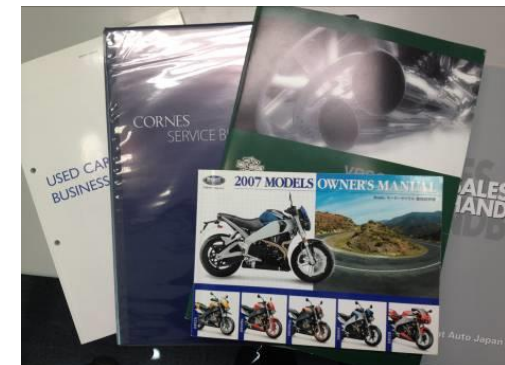
■ Tracking usage by users

We provide proposals for manuals that are useful for users by determining whether printed material or electronic media is better depending on the main target.

For example, using e-books combining video and audio for product catalogs and manuals used when dealing with customers should increase the interest of customers when actually dealing with them.

<Past productions>

- Workshop manual (automobile and motorcycle)
- Wiring diagram
- Owner's manual (automobile and motorcycle)
- Service standard manual
- Workshop process manual
- Sales standard manual
- New vehicle sales manual
- Used vehicle operation manual
- PC/system operation guidebook
- Maintenance guidebook/ warranty (automobile and motorcycle)
- Accessory catalog
- Other technical documents



Documentation services complied with e-book and e-pub

In recent years, **e-books** have been gaining popularity. If existing paper media is converted into digital data, it can be sent via e-mail and carried around to be viewed on mobile devices. However, this only improves convenience of handling, and does not fully utilize the features of **e-books**.

Our Solutions

■ EPUB format e-books combining video and audio files

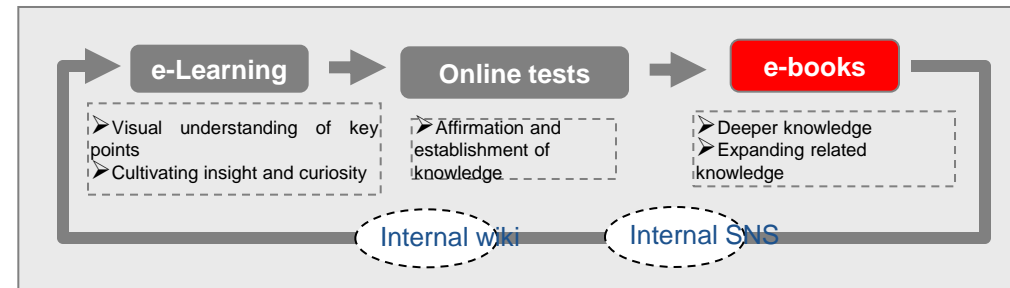
For example, if a work manual used in a manufacturing workplace says "operate the lever until it makes a sliding sound," the sound envisaged by each worker may differ, leading to inconsistency in operations that cause problems in turn.

The e-books we provide eliminate discrepancies in understanding by adding video representing actual sounds and procedures in areas that are difficult to understand through text and diagrams alone. We make manuals that produce the same results for everyone.

■ Linking with other e-Learning media

When learning, digital media learning materials such as e-Learning are suitable for effectively providing an understanding of key points while sparking insight and curiosity due to the rich expression used. Meanwhile, books are more suited to digging deeper on a topic one is interested in, to expand related knowledge.

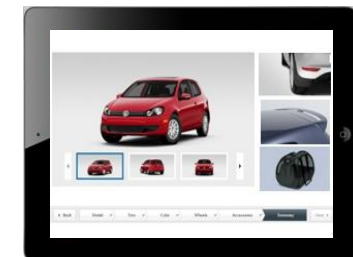
When converting books into digital format, we link them with e-Learning and other digital learning materials to provide a more effective learning environment.



■ Interactive e-catalogs and accessory catalogs

With products enabling the combination of color variations and optional parts, customers may not be able to decide to make a purchase without seeing the actual combinations of colors and options. However, it is difficult to maintain stock of all colors and options, and increasing the number of pages in paper catalogs leads to increased cost.

Using a visual configurator that incorporates interactive functions, it is possible to meet customers' diverse needs while keeping a lid on costs.



Production of e-books for iOS/Android devices

■ Service and maintenance explanation content



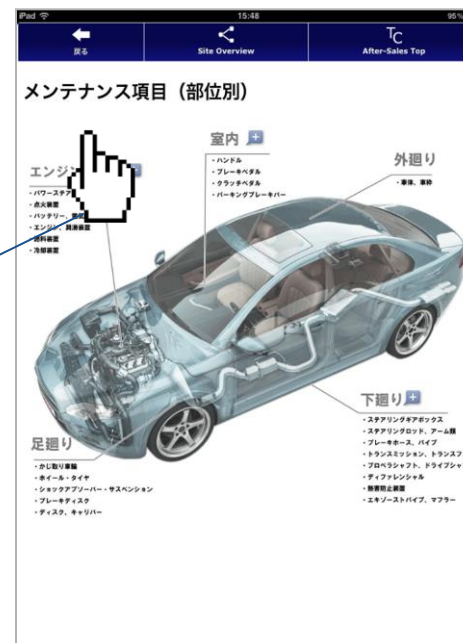
● Service and maintenance screen



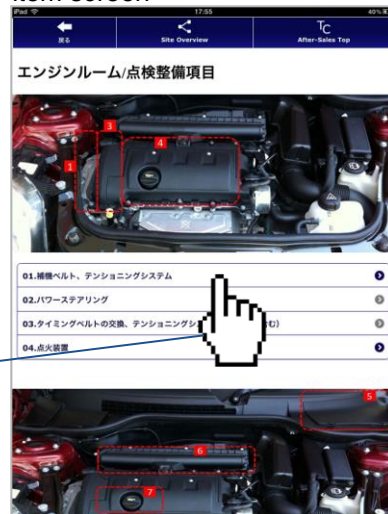
● After-sales menu screen (default)



● Maintenance items by part screen



● Engine compartment inspection item screen



● Explanation by part screen



<Other past productions>

- Materials for supporting customer explanations and diagnostics
 - External diagram/ structural diagram
 - Video of key maintenance tasks
 - Abnormal sound samples, etc.
- Accessory catalog
- Diagnostic/reception sheet
- Fittings work manual
- Work quality check sheet

Unique support services for automotive companies

Our unique services include automotive work support services.

There are many tasks in the automotive industry that require unique special skills due to differences in product characteristics and sales formats.

In this area, we offer services made possible because our staff is from a variety of car manufacturers and automotive companies with unique industry expertise.

1. Dealership training

■ Training in house or on site

▶ Technical training

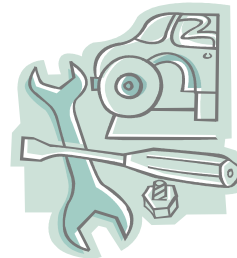
- Basic courses
- Engine courses
- Chassis courses
- Transmission course
- Electrical/Diagnostic courses
- Certification program

▶ Service advisor training

▶ Sales training (for new car and used car)

■ e-learning and video production

- Sales/Service basic
- New products
- Management/Leadership
- Others



2. Services for routine operations at automotive importers

■ Recall related operations

- Preparation of official notifications to MLIT
- Preparation of direct letters to users
- Management of progress and follow up

■ Homologation related operations

- Preparation of official notifications to MLIT
- Preparation of technical drawings and documents

■ Field assistance service

- Dealership training on site (sales and service)
- Consultation and evaluation of campaign
- Research and collect information
- Consultation for new dealers
- Consultation for workshop management
- Technical instructions

■ Warranty audit

- Analyse warranty raw data
- Analyse a tendency and select target dealers
- Conduct audit on site
- Instruction and consultation

■ Certification and assessment programs

- Design and project management
- Create questions and problems
- Evaluation

■ Rollout, operation and support for business application systems

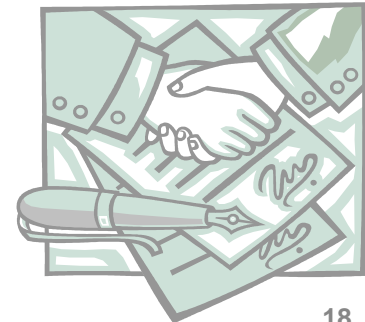
- Overall support for DMS (Dealer Management System)
- Overall support for Workshop reservation system
- Overall support for Training management system

■ User support service

- Training office
- System support desk
- iPad support desk

■ Technical contest (competition)

- Prepare, conduct and score the exam.
- Set technical troubles for troubleshooting
- Judgement (reception, diagnosis, technical skill)
- Event planning



3. Investigation services

■ CS investigation

- Questionnaires using cellphone and smart phone with QR code
- Questionnaires using iPad and Android tablets
- CS investigation just after delivery (for the evaluation of shop and sales person)
- CS investigation 18 month passed after delivery (for the evaluation of service operations)

■ Mystery shopping investigation

- Situation of shop; cleanliness, facilities, operation, etc.
- Attitude and skill of sales and service personnel
- Technical reliability



Our clients for e-learning (sample)

Automotive companies	Clients	Type of e-learning	LMS operation service
	Fiat Group Automobiles Japan, Ltd.	Overall for FIAT Academy (for sales and service)	Yes (including training office service)
	Toyota Motor Co.	New model product course (for sales and service)	Yes (associated with intranet servers)
	BMW (Automobile)	New model product course	Yes (associated with CD media)
	BMW (Motorcycle)	After sales e-learning courses	Yes
	Mitsubishi Motor Corp.	Service advisor e-learning courses (for overseas)	No (CD distribution)
	Mazda Corp.	Service advisor e-learning courses (for overseas)	No (CD distribution)
	Audi Japan KK	Service advisor and sales staff e-learning courses	Yes
	CORNES & Co., Ltd.	Basic sales e-learning course	No (CD distribution)
	Volkswagen Financial Service Japan Ltd.	Sales e-learning courses	Yes
	Hyundai Japan	Basic sales e-learning course	No (CD distribution)
	PAG Import (Volvo/Jaguar & Land Rover)	Service advisor e-learning course	No (CD distribution)
	Mitsubishi Fuso Truck & Bus Corp.	Brand e-learning (for overseas)	No (CD distribution)

Public offices	Clients	Type of e-learning	LMS operation service
	Japan Patent Office	Overall for IP e-learning	Yes
	Financial Services Agency	For internal e-learning	No
	Japan Federation of Bar Associations	For internal e-learning	Yes
	Japan Patent Attorneys Association	For internal e-learning	Yes
	Japan Federation of Shiho-Shoshi lawyer's associations	For internal e-learning	Yes
	Japan Federation of Certified Public Tax Accountants' Associations	For internal e-learning	No



Our clients for training and documentation services (sample)

Company	Service Overview
Fiat Group Automobiles Japan, Ltd.	<ul style="list-style-type: none"> - Planning, implementation and office operation for group training on sales and service - Development of sales and service e-Learning content - Development and operation of an educational portal site - Translation, editing and printing of other documents
BMW Group Japan	<ul style="list-style-type: none"> - Production of e-Learning content for training on sales of new models of cars - Production of e-Learning content for motorcycle services, and deployment support and operation of a training management system - Production of maintenance notes - Deployment support and help desk for dealer stocking management system
Toyota Motor Co.	<ul style="list-style-type: none"> - Content production and operation of product training on new models (for sales and service staff) - Creation of certification exam questions for dealer staff (sales and service)
CORNES Motors, Ltd.	<ul style="list-style-type: none"> - Planning and implementation of service reception training - Development of e-Learning for sales brand knowledge - Creation of service/sales process manuals - Planning and implementation of basic training for sales staff; planning, implementation and operation of level check tests (role playing, written) - Sales CS survey
Autobacs Seven Co., Ltd.	<ul style="list-style-type: none"> - Creation of e-Learning scenarios for basic automotive knowledge of grade 3 and grade 2 mechanics under internal certification
Mercedes Benz Japan Co., Ltd.	<ul style="list-style-type: none"> - iPad content for e-Learning
Audi Japan	<ul style="list-style-type: none"> - Mobile CS survey - Deployment support and operation of training management system - Production of service process and sales process videos - Production and operation of iPad content for service advisors
Mitsubishi Motor Corp.	<ul style="list-style-type: none"> - Development of e-Learning content and advanced manual for service advisors
Ducati Japan	<ul style="list-style-type: none"> - Operation of training and training office for sales and service advisors
Bosch Corp.	<ul style="list-style-type: none"> - Service interval reset manual, textbook on hybrid vehicles and next-gen automobiles for grade 1 mechanics



Feel free to contact us!



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