WINDOWS PHONE

STYLE GUIDE FOR DANISH

Contents

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Danish localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

1. Windows Phone Voice
2. Language-specific guidelines on tone, style and terminology
3. UI-specific Localization Guidelines—e.g. capitalization, text overflow, punctuation
4. UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document—it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

2. The Windows Phone Voice

The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

Genuine

- Speak with confidence.

- Be an experienced guide.
- Be friendly, focusing on the customer's needs.

Spirited

- Genuinely express your own enthusiasm.
- Express the achievable and talk about the difference it makes.
- Reveal the unexpected, the sparkle, the delight.
- Express a pleasant, engaging rhythm.

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive.
- Know when to keep things light, when to get down to facts.
- Keep the moment, the audience, and the message in mind.
- Don't overpromise—be quick, clear, concise.

Supportive

- Lend help where it's needed, when it's needed.
- Convey your knowledge like a trusted friend.
- Strive to put others at ease.
- Frame things positively, with a friendly demeanor.

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern, career-oriented people who expect their mobile phone to meet their needs in both their professional and private lives.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the

formal, technical language that is often used for technical and commercial content. Avoid using overly colloquial language, and keep a professional tone instead. The user of the Windows Phone should be able to identify with the device and therefore it is important that the language used be neither chatty nor formal since this would automatically create a distance.

3.2. Style—Help Deliver the Voice

The style is direct, personal and informal in order to make the user feel comfortable and at ease with the phone. The direct style is ensured by using the personal pronoun "du" (i.e. "you" second person singular) instead of using passive phrases.

The goal is to create a personal connection between the phone and the user and this is achieved by using the personal pronoun "vi" (i.e. "we") whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

This means that the user is often addressed as "you" (i.e. "du") and actions performed by the phone are expressed using "we" (i.e. "vi") in the Danish text. For example, "Now we'll help you finish setting up a few things." is translated as "Vi vil nu hjælpe dig med at afslutte konfigurationen af et par ting".

Please note that the source text often uses enthusiastic expressions in order to convey the positive aspects of the phone. These are somewhat toned-down in the translation for cultural reasons.

Feature names like "Music+Videos" should be translated in the same style as the English. Don't translate the plus symbol as either "plus" or "and". Note that a space is inserted before and after the "+" symbol in such strings (e.g. musik + videoer).

When translating features that include the ampersand character, the ampersand is replaced by the preposition "and". For instance, the phrase "BROWSER & SEARCH LANGUAGE" is translated as "BROWSER- OG SØGESPROG".

Windows Phone uses the Windows Phone UI style. This involves clear messaging, familiar structure and a modern and recognizable style. In order to achieve this, use short sentences which are easy to read and understand.

Fluency and accuracy are crucial in the Windows Phone-related materials. It is always better to convey the essence of the text in a clear and accurate language than to include all parts of a sentence and compromise fluency.

3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, the active voice should be used instead of passive. This will also help avoid redundancy and improve the fluency of the text.

Examples:

EN US Source	Incorrect Translation	Correct Translation
It looks like you don't have a network connection. Try again in a little while.	Der er tilsyneladende ikke netværksforbindelse. Prøv igen om et øjeblik.	Det lader ikke til, at du har netværksforbindelse. Prøv igen om et øjeblik.
We have hit a Microsoft account authentication error. Please try again later.	Der er opstået en godkendelsesfejl i forbindelse med din Microsoft-konto. Prøv igen senere.	Vi er stødt på en godkendelsesfejl i forbindelse med din Microsoft-konto. Prøv igen senere.

Please focus on fluency and clear messaging to improve the user-friendliness. Adopt a non-technical approach which contributes to the personal connection between the phone and the user.

3.4. Terminology—Be Consistent

Use terminological options which are easy to understand, up to date and in line with the terminology used by competitors. The focus should not be on following Microsoft standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets, etc., aim for contextual consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but please do not attempt to change approved terminology before receiving confirmation from the project team).

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

Also note that you as a linguist are responsible for the high quality of the language and terminology used. Furthermore, the terminology should be verified against the references mentioned below as well as checked in the most recent build in order to avoid truncations and contextual inconsistencies.

Examples:

EN US Source	Translation	Comment
We couldn't find a match. **Flick** left or right for other results, or try a different search term.	Vi kunne ikke finde et match. **Svip** til venstre eller højre for at se andre resultater, eller prøv med et andet søgeord.	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a **range** have a value.	Tæller, hvor mange celler i et dæknings**område** der har en værdi.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Dataassistent**	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.4.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

Someone@example.com

The domain name example.com should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names

and Numbers) for sample purposes. "Someone" can be replaced with a first name from the Approved People Name list or any common name in the country. For Danish please replace someone@example.com with morten@example.com.

3.6. Measurements

The EN US source contains measurements in strings such as:

{0} KB
Uploading %sMB…
Offline, downloading %sKB…
Uploaded %1KB of %2KB
Available storage: %s GB

Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number and a unit of measurement.

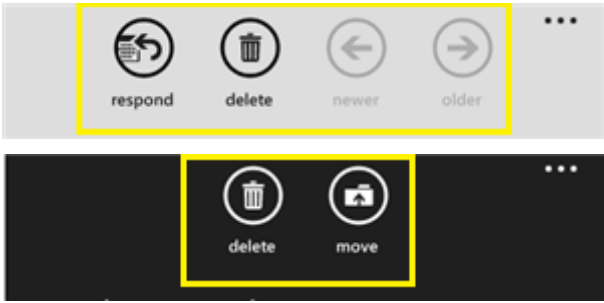The unit "KB" (kilobyte) should be translated as "KB" with the letter "K" in uppercase.

4. Windows Phone UI Localization Guidelines
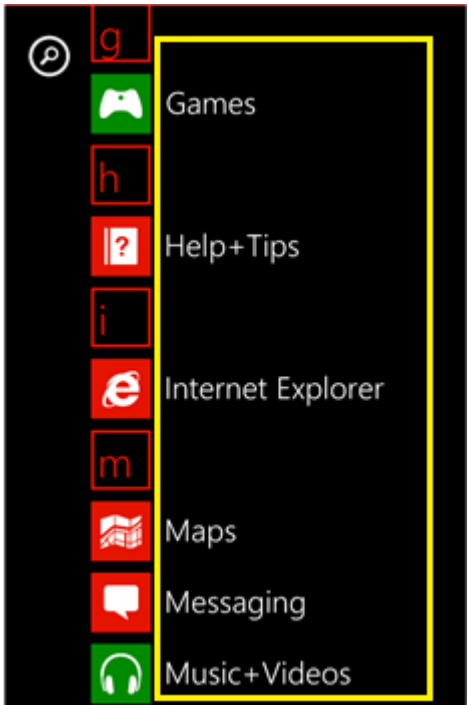
4.1. How to Translate UI Elements

The location of the UI element is decisive for the form to be used. In relation to titles, menus, tiles and buttons no ending punctuation is used.
In connection with user interface elements it is worth noticing that nouns and verbal nouns are used in titles, headers, tiles and dialog names. Button labels and context menus are always translated in the imperative form.

4.1.1. App Bar Icon

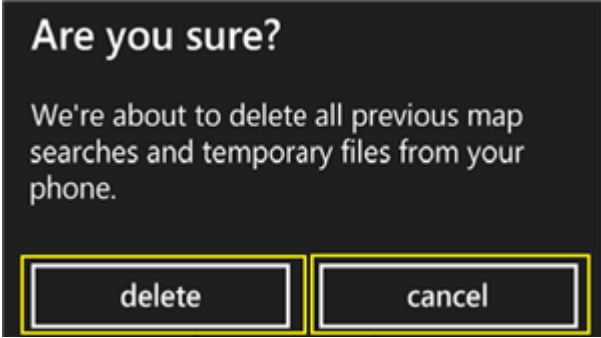| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the imperative form. Example: delete - slet

4.1.2. App List Item

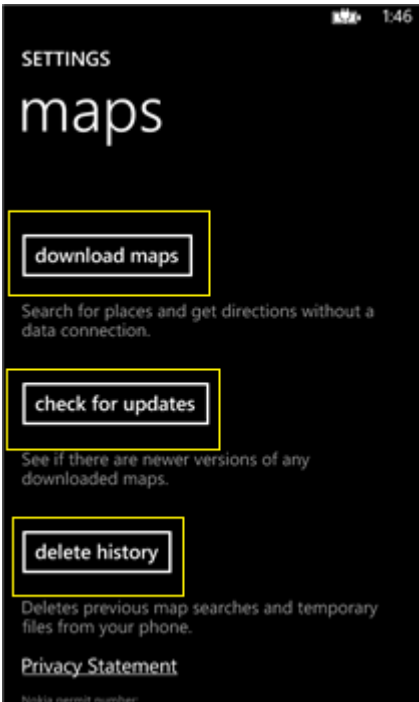| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized. Examples: Games - Spil

4.1.3. Buttons

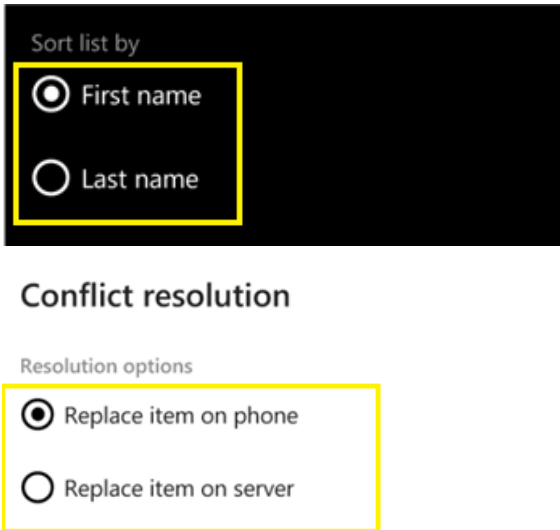Button labels are always translated in the imperative form without ending punctuation.

4.1.3.1. Dialog Button

Dialog button	Guidelines
Are you sure? We're about to delete all previous map searches and temporary files from your phone. [delete] [cancel]	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative form and labels represented by nouns using the same form as the source text. Examples: - Labels containing verbs: delete - slet - Labels represented by nouns: store - store

4.1.3.2. Push Button

Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative form and labels represented by nouns using the same form as the source text. Examples: - Labels containing verbs: check for updates - søg efter opdateringer - Labels represented by nouns: suggestions - forslag
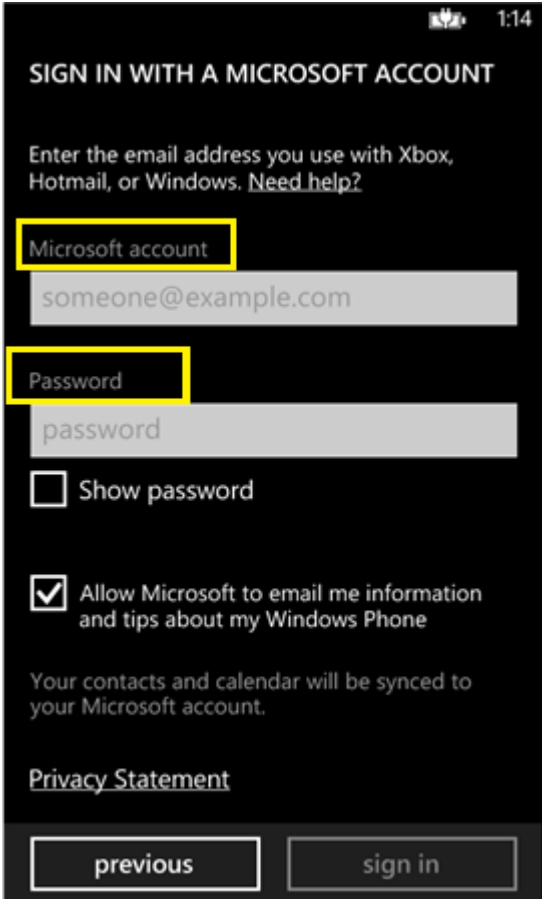
4.1.3.3. Radio Button

Radio button	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name - Fornavn When the radio button starts with a verb, use the imperative form. Follow the source punctuation. Example: Replace item on phone - Erstat elementet på telefonen

4.1.4. Check Box Label

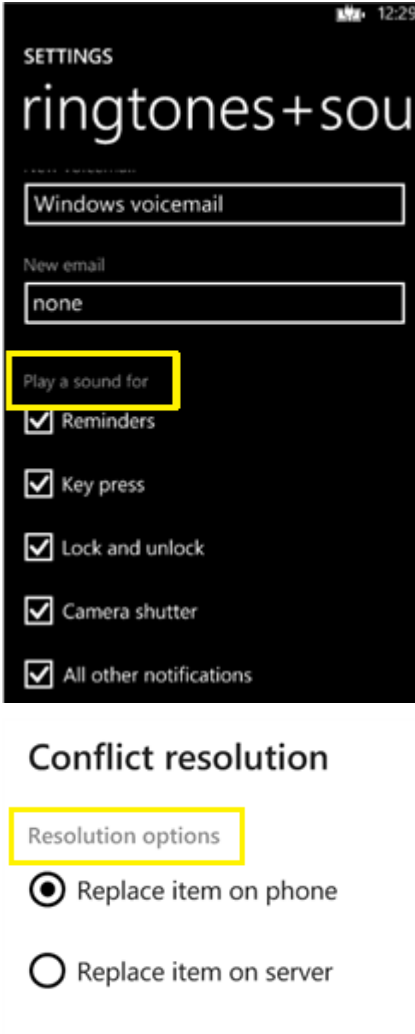| Check box label	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the imperative form. Follow source punctuation. Example: Use Speech when the phone is locked - Brug Tale, når telefonen er låst

4.1.5. Edit Box Label

Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password - Adgangskode
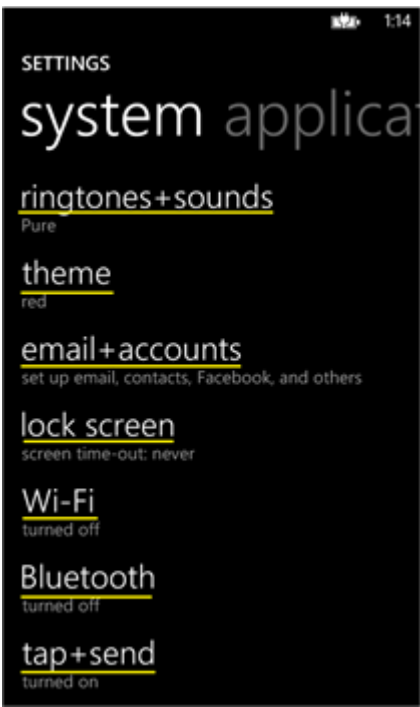
4.1.6. Group Label

Group label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the imperative form. Examples Play a sound for - Afspil en lyd for When the group label consists of a noun, use the same form as the source text. Example: Resolution options - Indstillinger for løsning

4.1.7. Hub Title

Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos - fotos

4.1.8. List Item in Settings

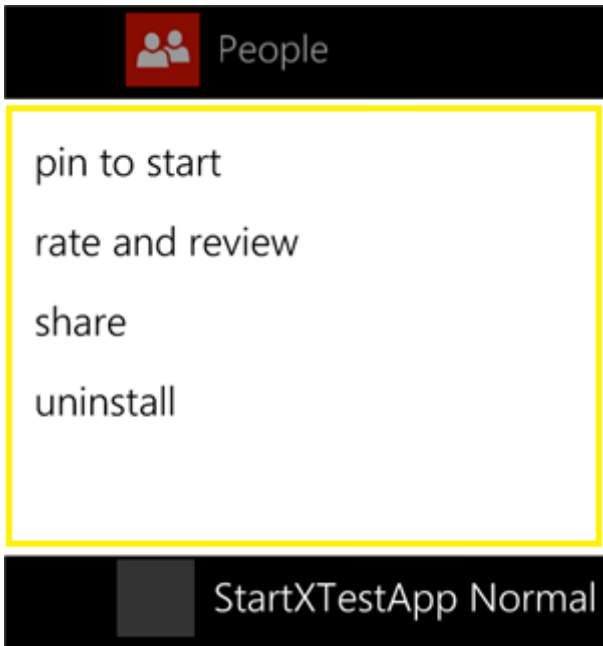| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower (except for proper nouns) Example: email+accounts - mail + konti

4.1.9. Menu Items

4.1.9.1. Application Menu Item

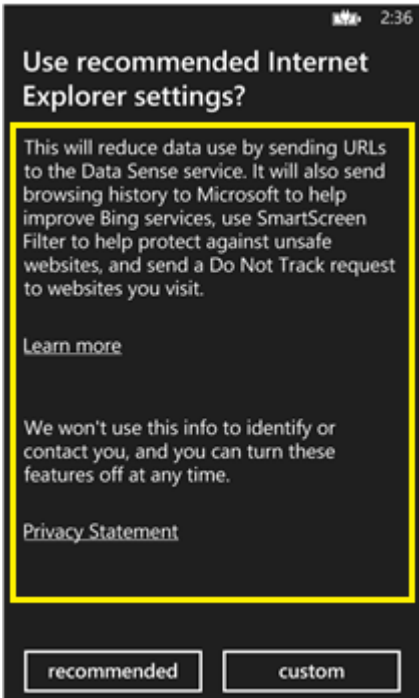| Application menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the imperative form. Examples: mark as unread - markér som ulæst

4.1.9.2. Context Menu Item

Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the imperative form. Example: rate and review - bedøm og anmeld
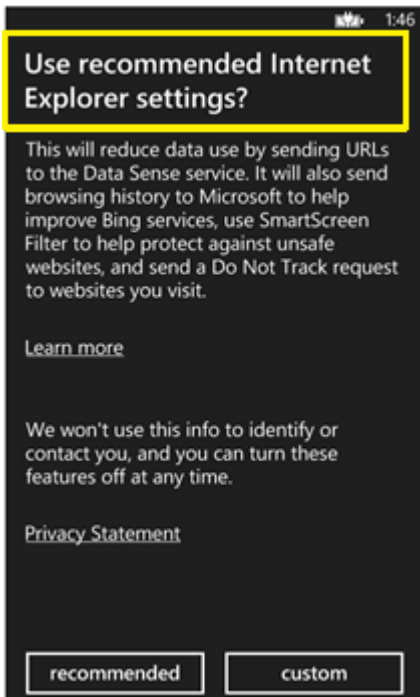
4.1.10. Message Box

The content of message boxes is written as running text in the present tense and default sentence punctuation. Please note that personal pronouns are also used in the Danish translation in order to emphasize the personal relationship between the phone and the user.

4.1.10.1. Message Box Body

Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case
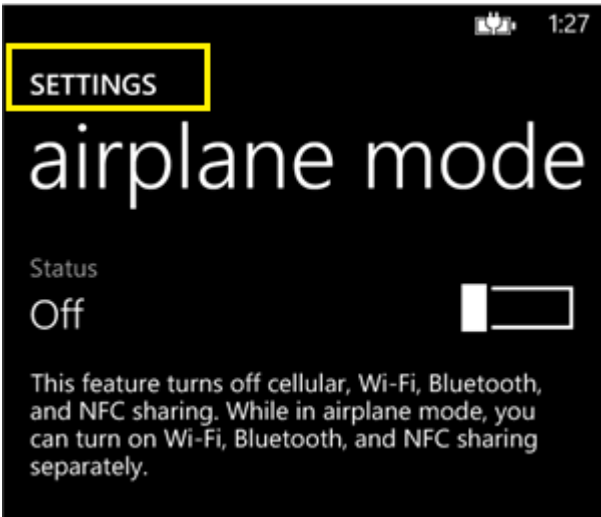
Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please rephrase as a complete sentence and use the present tense. Example: Use recommended Internet Explorer settings? - Vil du bruge de anbefalede Internet Explorer-indstillinger?

4.1.11.   Notification Toast

Notification toast	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood. Example: **Wi-Fi available** Connect?- **Tilgængelige Wi-Fi-netværk** Opret forbindelse?
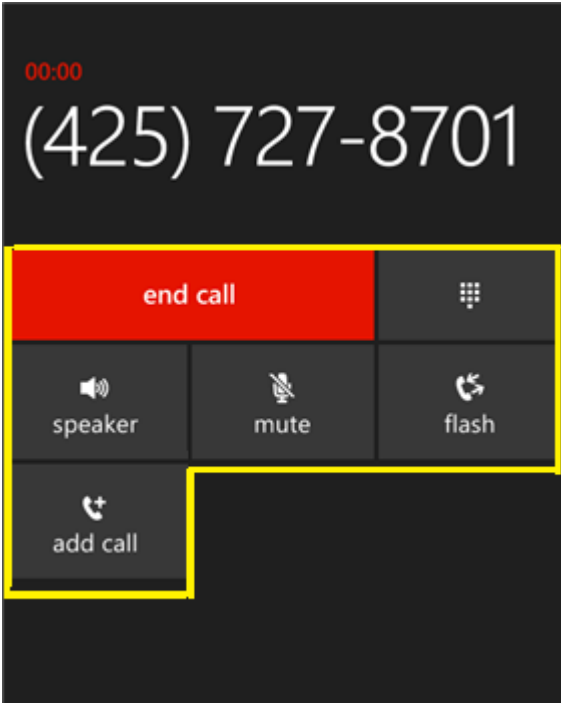
4.1.12.   Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS - INDSTILLINGER
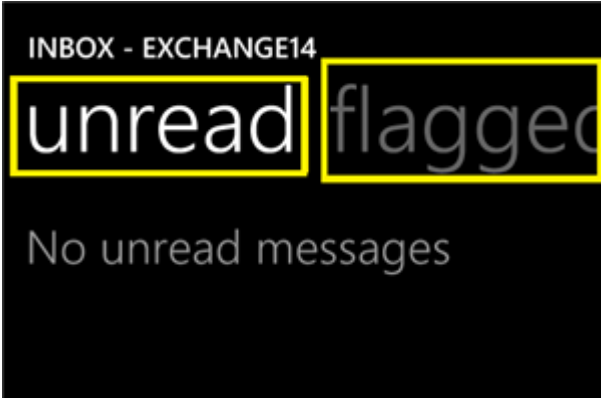
4.1.13.   Pane Section Title

Pane section title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed. Example: categories - kategorier
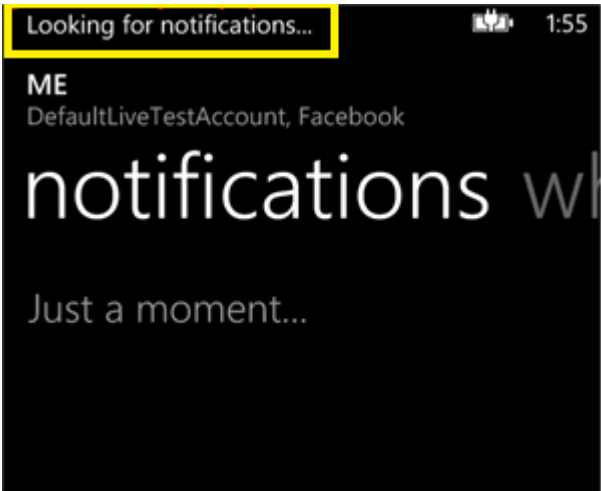
4.1.14. Phone Control Label

Phone control label	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower If the phone control label is composed of a noun, translate it as noun. Example: speaker - højttaler If the source phone control label contains a verbal form, translate using the imperative form. Example: add call - tilføj opkald

4.1.15. Pivot Item

Pivot item	Guidelines
INBOX - EXCHANGE14 **unread** flagged No unread messages	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item. Example: unread - ulæst

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications... 1:55 **ME** DefaultLiveTestAccount, Facebook notifications wl Just a moment...	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using the present tense and end with ellipsis (...). Please note that there is no space betweend the last word and the ellipsis. Example: Looking for notifications... - Søger efter meddelelser...

4.1.17.   Text Box

Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative form. Example: type a message - skriv en besked
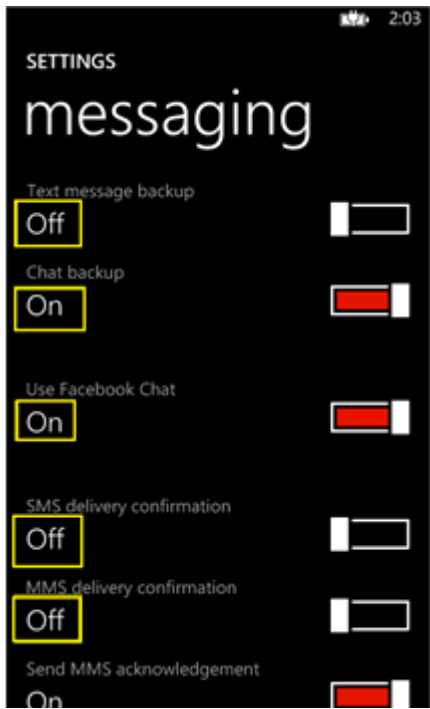
4.1.18.   Tile Label

Tile label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages. Examples: Photos - Fotos People - Personer

4.1.19.   Toggle Switch
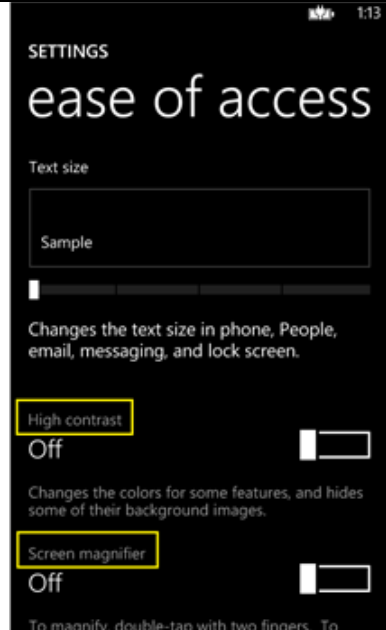
Toggle switches are used to indicate a specific setting. Usually, a preposition is used to describe the state of the setting.

4.1.19.1.   Toggle Switch Label

Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using prepositions. Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on. Examples: On – Til Off - Fra

4.1.19.2. Toggle Switch Title

Toggle switch titles are used to indicate a specific setting. Usually, a noun or verbal noun is used in toggle switch titles.

Toggle switch title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Example: High contrast - Høj kontrast

Note: Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see Capitalization—Mind the Case.

4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

Example:

Source

Make sure your email address and password are correct, and then tap Sign In.

<u>Description</u>

The string above makes a reference to the "sign in" push button. In the EN US source, push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does <u>not</u> use lowercase, but title casing instead, i.e. the 1st letter of each word is capitalized. This is why in the source example above "Sign In" appears in title casing.

<u>Translation Strategy</u>

For Danish, references to UI elements within UI strings should be translated using sentence case (capitalizing the initial letter only). As a result, the translation of the source string in the example above would be as follows.

<u>Translation</u>

Kontrollér, at mailadressen og adgangskoden er korrekt, og tryk derefter på Log på.

4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design. Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

Examples:

Control—Label with Title1Style
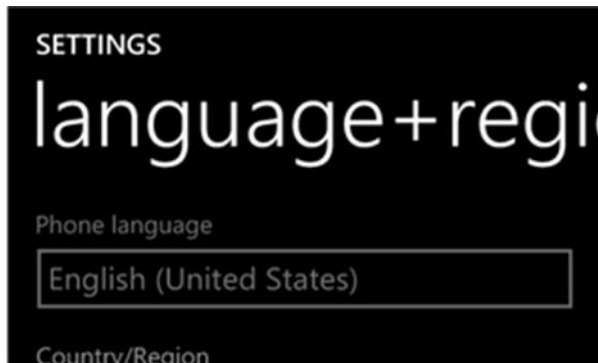
4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Danish follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)

- link controls (also called inline links; links that are within a set of content)
- phone control labels

<u>Exceptions:</u>

- If you have a branded name, use the appropriate capitalization.
- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

Title Case is not used in Danish. Only the first word in titles is capitalized. The words that follow are only capitalized if they are proper nouns or would normally be capitalized when appearing on their own in other contexts:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles = Live Tiles, People Hub = Personer-hub, Me Card = Mig-kort)

ALL CAPS:

ALL CAPS is used in source for the following UI elements:

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Examples:
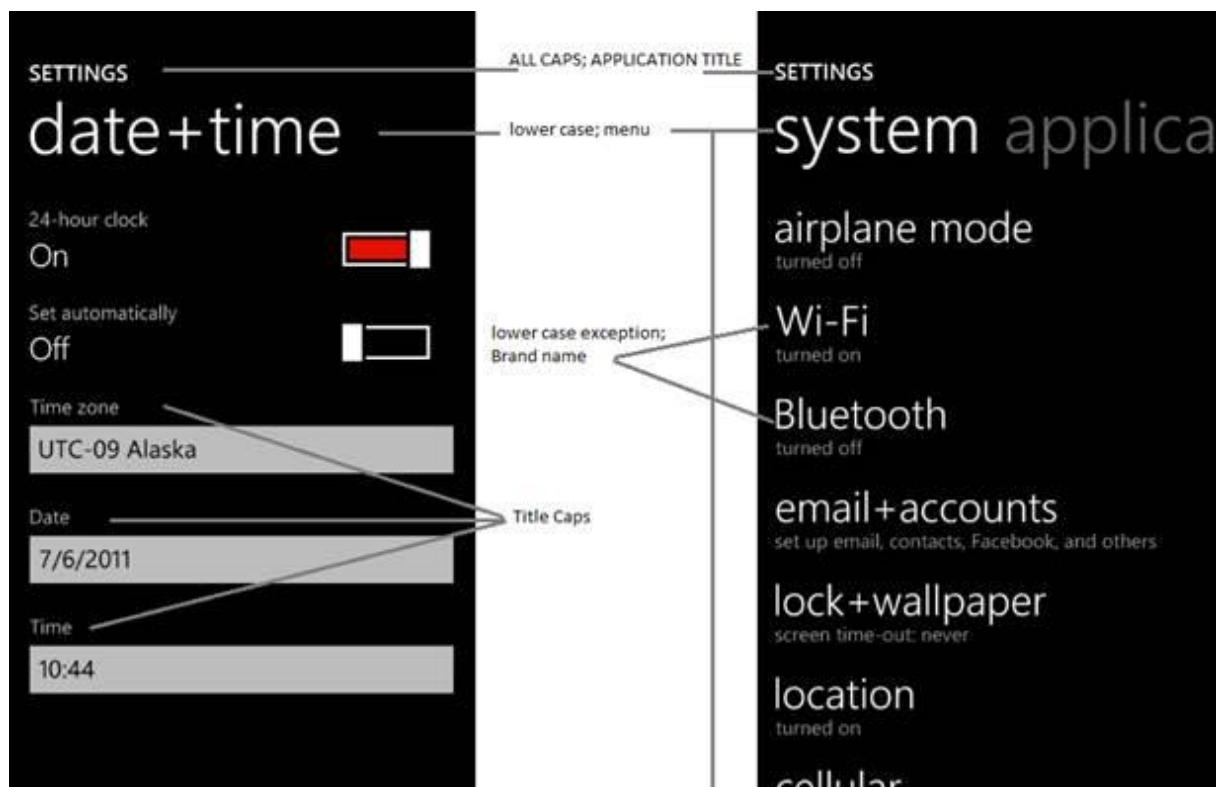
To sum up, all the above product specific capitalization guidelines should be followed during translation into Danish.

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words without being colloquial.
- Avoid the use of excessively long words as they can lead to truncations.
- Use the language that customers use and apply industry terminology. This is the terminology that users are familiar with.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Sometimes interjections such as "Aha!" and "Oops!" are included in order to create a close connection between the phone and the user. These interjections are also translated into Danish, i.e. "Aha!" and "Ups!" However, note that these

often enthusiastic expressions should be toned-down since the Danish culture is more restrained.

- As part of the Danish spelling reform in November 2012 the term "app" is considered a noun and no longer abbreviation of "applikation". This means that compounds consisting of "app" and another noun are no longer hyphenated (only compounds consisting of a proper noun and app are still hyphenated). Furthermore, the apostrophe is no longer used in the definite form, i.e. "appen" (singular and plural form).

Examples:

EN US Source	Incorrect Translation	Correct Translation
Oops! The media content you're looking for isn't there anymore.	Det søgte medieindhold er ikke længere tilgængeligt.	Ups! Det medieindhold, du søger efter, er der ikke længere.
To fix the problem, go to Facebook on your computer, then navigate to your Privacy Settings.	Hvis du vil løse problemet, skal du gå til Facebook på din computer og derefter navigere til indstillingerne for beskyttelse af dine personlige oplysninger.	Du kan løse problemet ved at gå til Facebook på din computer og derefter navigere til dine indstillinger for beskyttelse af personlige oplysninger.

4.6. Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u>
- Do not use semicolons. Two shorter sentences are better and easier to read.
- En-dashes can be used to separate a main clause from a dependent clause for the sake of fluency. However, do not overuse en-dashes. In general, two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.

4.7. Editing/Screen Review—Fine-Tune the Translation

Screen editing is a key step to detect any style, terminology or other linguistic inconsistencies or errors introduced during translation. Here are some important issues to look out for during your review:

- Strings that include redundant words. Unnecessary repetitions should be avoided.

- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.

- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (neuter/common gender or singular/plural).

- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Select all	Vælg alt/alle	"Vælg alle" or "Vælg alt". A clarification of the reference is required in order to use the correct translation
Internet sharing	Deling af internetforbindelse	Internetdeling

4.8. Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change

or any other linguistic change), please discuss the changes with the Microsoft Project Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

5. Windowsphone.com

Please explore the already published windowsphone.com pages for Danish at the following location: http://www.microsoft.com/windowsphone/da-dk/default.aspx.

5.1. General

The language used in windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy-to-understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to The Windows Phone Voice section for more information about the individual rules.

5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched terminology might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in this section as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found in the Windows Phone MultiTerm database.

Other aspects to take into account:

Rigid term-to-term approach: Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—"Can that sound awkward or incorrect in Danish? Do people speak like that?" If needed, provide feedback on terminology that you consider incorrect.

"Layers" of localization: The style tends to change when localization occurs in phases. Please refer to legacy or earlier translations for specific solutions or guidelines. Correct past mistakes and continue with good solutions. If the legacy translation is not up to the standard, disregard it. However, do not ever change approved terminology. Any inappropriate terminology should be flagged.

5.3. Elements Specific to Windowsphone.com

5.3.1. Image Captions

Image captions can be found in the text in the following structure:

<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Favorites icon"/>.

Only the highlighted text is translatable:

<hhtInlineImage href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="ikonet Favoritter"/>.

5.3.2. Topic Titles

Topic titles are usually translated in the imperative form since they tell the user what can be done using the feature described in the relevant topic.

Topic title in English	Context	Danish
Take, edit, and share photos and videos	Photos Photos Hub Take, edit, and share photos and videos Automatically save the photos and videos I take to SkyDrive Sync photos and videos using my computer What are Lenses? Personalize my phone with my photos Take a screenshot Save or delete a photo or video See, tag, and comment on my friends' photos	Use the imperative verb form. Tag, rediger og del fotos og videoer
Create and share	Create and share Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap. Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.	Use the imperative verb form. Opret og del

5.3.3. References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Danish, references to UI options should be localized using Sentence case.

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	Tryk på **Afslut opkald** for at afbryde opkaldet	Please note that only initial capital is used even if the UI reference consists of more words.

On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	Gå til **Start**, svip til venstre til listen **App**, tryk på **Indstillinger**, og tryk derefter på **Mail + konti**.	Please note that only initial capital is used even if the UI reference consists of more words.

5.4. Sample Translations of Windowsphone.com Texts

The two sample translations included in this section illustrate the approach adopted for the localization of UA sites.

5.4.1. Marketing Text

EN US Source
You are what you pin START Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.
Danish Translation
Fastgør dine favoritter START Er du vild med det? Fastgør det til startskærmen – personer, apps, musk og meget mere. Flyt og skift størrelsen på Live Tiles, og skift farverne, så de passer til din stil. Disse fantastiske små opfindelser opdaterer dig automatisk om, hvad der sker i din verden.

5.4.2. How-to Text

EN US Source
What song is this? Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it. To search for recorded music that's playing

1. Press the Search 🔍 button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music 🎵.

   Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

   In the Store, you can preview the song and other ones on the album, and then buy if you'd like.

   If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see Get music and podcasts from the Store.

Danish Translation

Hvilken sang er det?

Du behøver ikke længere blive irriteret over, at du ikke kan komme i tanke om sange, du hører i radioen eller andre steder. Du kan bruge Windows Phone til at søge efter musik, der afspilles, for at finde ud af mere om den, f.eks. sangens titel, kunstner, album, og hvordan du kan lytte til den eller købe den.

Sådan søger du efter musik, der afspilles

1. Tryk på knappen Søg 🔍 på telefone.
2. Mens musikken afspilles, skal du holde telefonen, så du tydeligt kan høre musikken, og derefter trykke på Musik 🎵.

   Efter scanningen vises sangens titel, kunstner, albumnavn og albumcover for de sange, der genkendes.

3. Find sangen i Xbox Music Store ved at trykke på Store.

   I Store kan du gennemse den pågældende sang og andre sange fra albummet og derefter købe den, hvis du vil.

Hvis du har et Xbox Music Pass, og sangen er tilgængelig i Xbox Music Store, kan du lytte til hele sangen og andre sange fra albummet og downloade sange. Du kan finde flere oplysninger i afsnittet Hent musik, videoer og podcasts i Store.

5.5. Fine-Tuning during Editing/Screen Review

The review stage—either on the file or the screen—is key to verify that the translation is accurate and adheres to the Windows Phone voice and style as well as the approved key terminology. When reviewing, please take particular care on the following linguistic aspects:

- All the main references have been followed, particularly as regards localization of Windows Phone and other related products UI options.
- Image captions and topic titles have been translated consistently.
- The text flows, is straight-forward and appealing to the reader.
- The style follows the agreed Windows Phone tone and voice staples into Danish.
- The text is translated consistently within the context. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.
- The essence of the text is conveyed clearly to the user in a user-friendly non-technical language.

5.6. Video Localization

Videos are the most visible content on windowsphone.com and an embodiment of the Windows Phone voice in the local market. Their purpose is to:

- Generate excitement for Windows Phone
- Deliver support and informational experience

The creation of localized videos consists of the following parts:

1. Localization of the audio script and on-screen texts—performed by translators
2. Narration (voice recording)—performed by voice talents

5.6.1. Script Localization

The localization of the script is governed by the following rules:

- Local market fit

  View the EN US source video first to become acquainted with the content and the purpose of the video. Make sure the translated content reads naturally and the messaging is effective with respect to the target market.

- Alignment with Windows Phone style guidelines
  Adhere to the basic principles of the Windows Phone style. Use everyday language and a friendly tone. Vary the style of the translation according to the source script (apply the appropriate tone and voice for How-to videos and for marketing videos).

- UI consistency and terminology

  UI references need to be checked carefully against the localized files, especially in the case of How-to videos, so that users can follow the steps described in the videos and are not confused by not being able to locate the UI options on their own phone. By the same token, approved terminology must be used for a clear and consistent experience.

- Correspondence between the script and video

  Make sure the script corresponds to the actual video. When translating, always bear in mind that your translation will set the rules for narration of the script by a voice talent.

- Length limitations

  Follow the instructions from the project team with regard to length limitations for the audio script. Generally, it's recommended to keep the same or shorter length of the script compared to the source (note that the localized strings tend to be up to 10% longer than the source strings and there has to be enough time for the voice talent to read the whole content in time to fit the video).

- Persona Deck

  The names used in the scripts and in on-screen texts are fictitious and should be replaced with target locale equivalents using the Persona Deck (or any similar document provided by the project team). The Persona Deck is a table of fictitious persons including their names, email addresses and telephone numbers. The names are approved for marketing purposes.

5.6.2. Narration (Guidelines for Voice Talents)

The narration is governed by the following rules:

- Modulation

  View the EN US source video first to become acquainted with its content. Use appropriate gusto and modulation that fits the purpose of the video (informational, marketing…). Remember that you should talk to the customer like the customer is at your desk, watching you over your shoulder. Never adopt a disinterested or monotonous tone.

- Clear and proper pronunciation (free from dialect or other accent)

  Use proper pronunciation. Follow the guidelines for pronunciation of English words (see below) to pronounce words of English origin (mainly product and feature names) consistently and in the most appropriate way.

- Natural pace (not too fast)

  The speed of narration should be natural and contribute to an easy comprehension. Make a pause after logical units.

5.6.2.1.Pronunciation Guidelines for English Product and Feature Names

During voice recording, please follow these guidelines for pronunciation of product and feature names of English origin. Generally speaking, English terms and product names should be pronounced the English way.

Product or Feature Name	Phonetic Transcription	Pronunciation in Danish (Please follow the English pronunciation)
Windows Phone	/ˈwɪndəʊz fəʊn/	Windows Phone
Bluetooth	/bluːtuːθ/	Bluetooth
Bing	/bɪŋ/	Bing
Facebook	/ˈfeɪsˌbʊk/	Facebook
Microsoft Tag	/maɪk.ɹə.sɒft tæg/	Microsoft Tag
Microsoft	/maɪk.ɹə.sɒft/	Microsoft
Xbox	/ɛksˈbɔks/	Xbox
Xbox Music Pass	/ɛksˈbɔks ˈmjuːzɪk pɑːs/	Xbox Music Pass
Xbox Music	/ɛksˈbɔks ˈmjuːzɪk/	Xbox Music
Live Tile	/laɪv taɪl/	Live Tile
Live Apps	/laɪv æps/	Live Apps
Hub	/hʌb/	Hub
Data Sense	/ˈdeɪtə sɛns/	Data Sense
Twitter	/twɪtə/	Twitter
Store	/stɔə /	Store