# WINDOWS PHONE

## STYLE GUIDE FOR UK ENGLISH

## 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 UK English 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 the general public. In order to appeal to the 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. As the target user is not necessarily a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

## 3.2 Style—Help Deliver the Voice

The style is direct and personal. Contractions can be used if required or appropriate to keep the language casual. To make the style less formal and demanding, consider adding "please" to commands.

Shorter sentences are preferred as they are easy to read. However, varying the sentence length in a paragraph often sounds natural and can enhance readability.

Symbols such as & and + can be used in the same way as in the US English text, but they should only be used where strictly necessary, as determined by the needs of space and consistency.

UK grammar should be used when describing a sequence of events.

**Examples:**

| EN US Source | EN GB Translation | Comment |
|---|---|---|
| You'll be notified once this is done, at which point the card can be removed from your phone. | You'll be notified once this has been done, at which point the card can be removed from your phone. | Grammar - tense |

## 3.3 Usage—Sound Natural

In order to transmit a positive and friendly tone, direct speech should be used in favor of indirect speech. This will also help avoid redundancy and improve the fluency of the text.

Be aware of the target audience and tone down over-zealous phrases in the US source text that are not in keeping with UK usage.

Because the target audience of this text is members of the general public who will be using the phone software, the style is informal and uncomplicated. The tone of the instructions is in keeping with a spoken register, using the first person and contractions to maintain the informal feel.

Use idiomatic phrases, but avoid being too colloquial or usage of language from a specific regional dialect, which could alienate other consumers.

**Examples:**

| EN US Source | EN GB Translation | Comment |
|---|---|---|
| We can't get a full list of accounts right now. | We can't get a full list of accounts at the moment. | Idiomatic expression |

## 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, emails, spreadsheets etc., aim for 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 (e.g. Data Sense). In any case, it is extremely important to always confirm localizability of any such items with the project team.

**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. | We couldn't find a match. **Flick** left or right for other results, or try a different search term. | 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. | Counts how many cells in a **range** have a value. | In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries. |
| **Data Sense** | **Data Sense** | This is a Windows Phone specific feature, non-localizable. Always remember to check with the project team on localizability of new applications, 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 UK English, please replace someone@example.com with john@example.com.

## 3.6 Measurements

The EN US source contains measurements in strings such as:

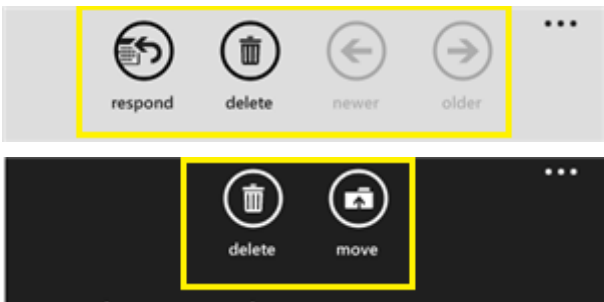| |
|---|
| {0} KB |
| Uploading %sMB… |
| Offline, downloading %sKB… |
| Uploaded %1KB of %2KB |
| Available storage: %s GB |

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.

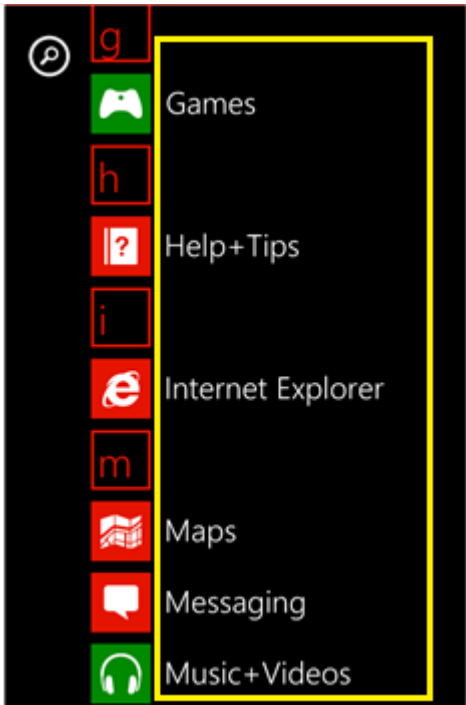The unit "KB" (kilobyte) should be translated as "KB", keeping the letter "K" in uppercase.

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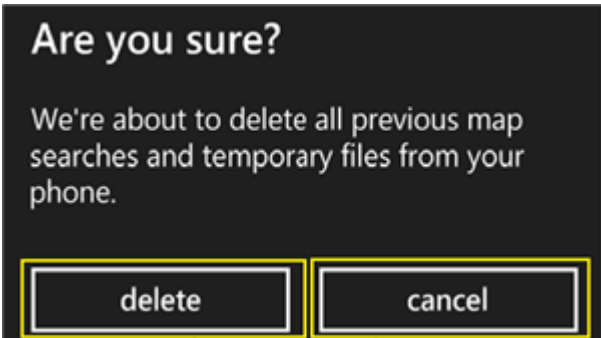
## 4.1 How to Translate UI Elements

### 4.1.1 App Bar Icon

| App bar icon | Guidelines |
|---|---|
|  | Wrapping: Yes<br>Number of lines allowed: 2<br>Source capitalization style: All lower<br><br>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). Hyphens should ideally follow UK English standard style – i.e. they should appear at morphological breaks, unlike US English which allows for them at syllable breaks; compare:<br><br>_table below_<br><br>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. and can generally be translated by retaining the same form as the US source. Verbs should be translated using the imperative/infinitive, not the gerund (which often appears in headings).<br><br>Example:<br>delete - delete |

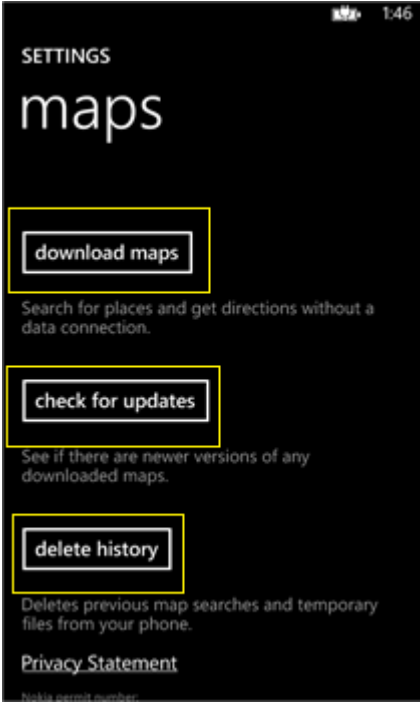| EN US | EN GB |
|---|---|
| buil-<br>ding | build-<br>ing |

## 4.1.2 App List Item

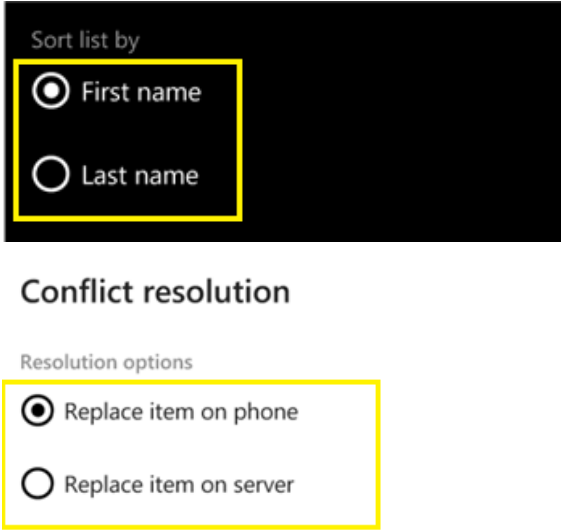| App list item | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Title case<br><br>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive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

## 4.1.3 Buttons

### 4.1.3.1 Dialog Button

| Dialog button | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>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 nouns.<br><br>Examples:<br><br>- Labels containing verbs:<br><br>delete - delete<br>Labels represented by nouns:<br><br>store - store |

### 4.1.3.2 Push Button

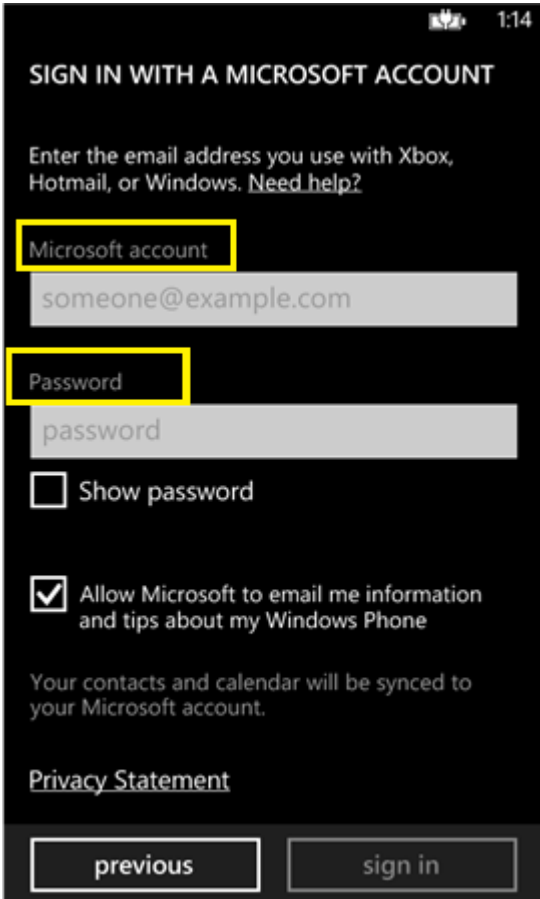| Push button | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative form and labels represented by nouns using nouns.<br><br>Examples:<br><br>- Labels containing verbs:<br><br>check for updates - check for updates<br><br><br>- Labels represented by nouns:<br><br>suggestions - suggestions |

### 4.1.3.3 Radio Button

| Radio button | Guidelines |
|---|---|
|  | Wrapping: Yes<br>Number of lines allowed: 3<br>Source capitalization style: Sentence case<br><br>Radio buttons represent user selection options that are mutually exclusive. There is no end period.<br><br>Example:<br><br>Last name – Surname<br><br>When the radio button starts with a verb, use the imperative form. Follow the source punctuation.<br><br>Example:<br><br>Replace item on phone - Replace item on phone |
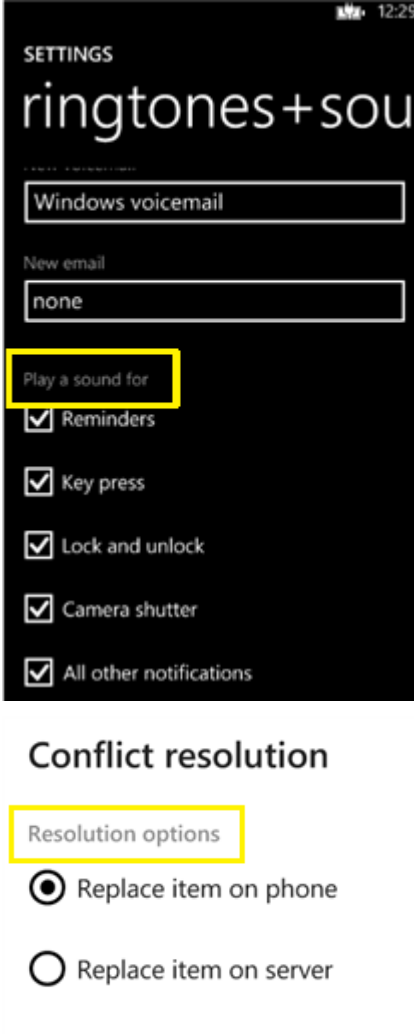
## 4.1.4  Check Box Label

| Check box label | Guidelines |
|---|---|
|  | Wrapping: Yes<br>Number of lines allowed: 3<br>Source capitalization style: Sentence case<br><br>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.<br><br>Example:<br>Use Speech when the phone is locked -Use Speech when the phone is locked<br><br>[Note: en-GB spelling is "checkbox"] |

## 4.1.5 Edit Box Label

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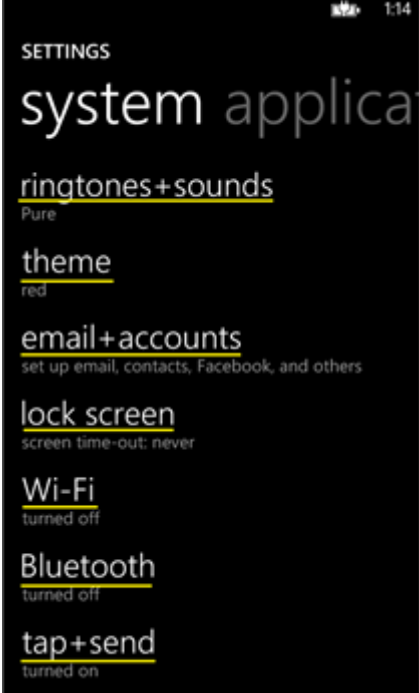
## 4.1.6  Group Label

| Group label | Guidelines |
|---|---|
| <br><br>SETTINGS<br>ringtones+sou<br><br>Windows voicemail<br><br>New email<br>none<br><br>Play a sound for<br>☑ Reminders<br>☑ Key press<br>☑ Lock and unlock<br>☑ Camera shutter<br>☑ All other notifications<br><br>**Conflict resolution**<br><br>Resolution options<br>◉ Replace item on phone<br>○ Replace item on server | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case<br><br>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.<br><br>Example:<br>Play a sound for - Play a sound for<br><br>When the group label consists of a noun, use a noun.<br><br>Example:<br>Resolution options - Resolution options |

### 4.1.7 Hub Title

| Hub title | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>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.<br>Example:<br>photos - photos |

### 4.1.8 List Item in Settings
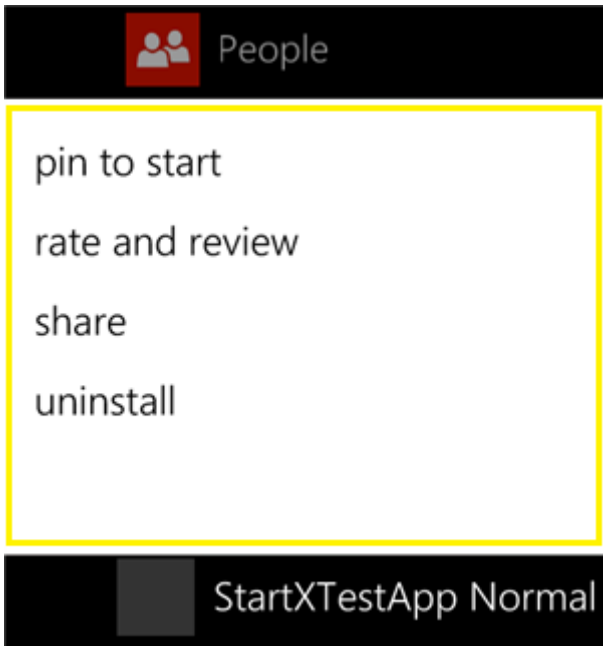
| List item in Settings | Guidelines |
|---|---|
|  | There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.<br><br>Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower (except for proper nouns)<br><br>Example:<br>email+accounts - email+accounts<br><br>The labels should make the function clear to users<br><br>Example:<br>cellular – mobile network |

## 4.1.9  Menu Items

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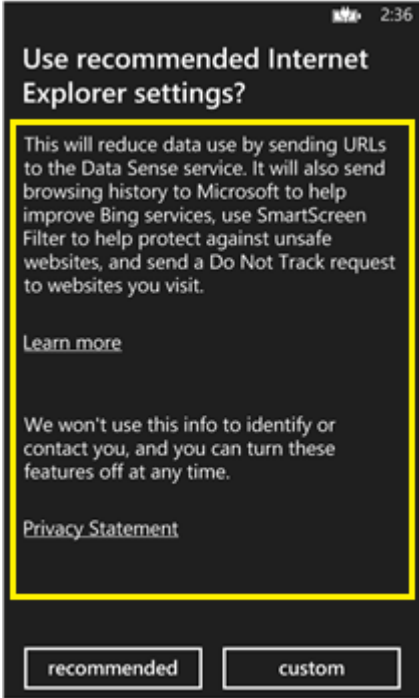
| Application menu item | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item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

### 4.1.9.2  Context Menu Item
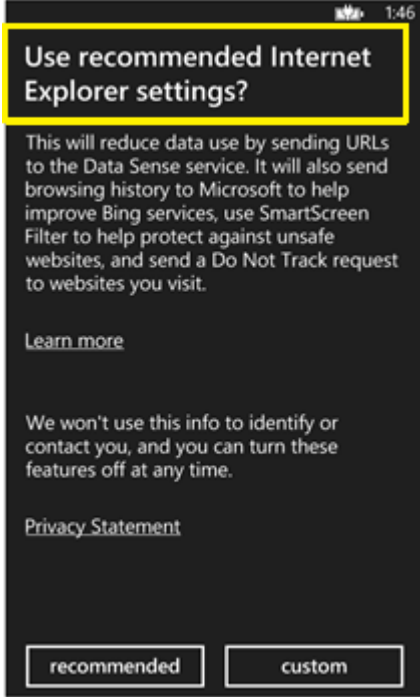
| Context menu item | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>A context menu contains menu items related to the screen.  They are composed of verbs and do not contain end period. Translate using the imperative form.<br><br>Example:<br>rate and review - rate and review |

## 4.1.10 Message Box

### *4.1.10.1 Message Box Body*

| Message box body | Guidelines |
|---|---|
|  | Wrapping: Yes<br>Number of lines allowed: Unlimited<br>Source capitalization style: Sentence case |

| Message box header (dialog title) | Guidelines |
|---|---|
|  | Wrapping: Yes<br>Number of lines allowed: 2<br>Source capitalization style: Sentence case<br><br>When message box headers start with a verb, please use the infinitive<br><br>Example:<br>Use recommended Internet Explorer settings?<br>- Use recommended Internet Explorer settings? |
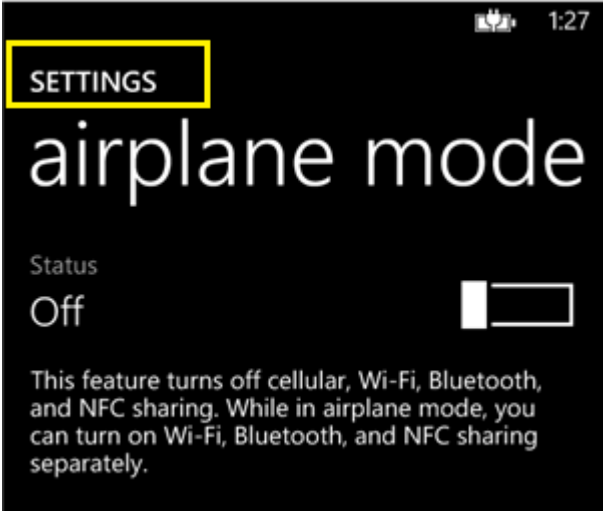
## 4.1.11 Notification Toast

| Notification toast | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case<br><br>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.<br><br>Example:<br>**Wi-Fi available** Connect?- **WiFi available** Connect? |
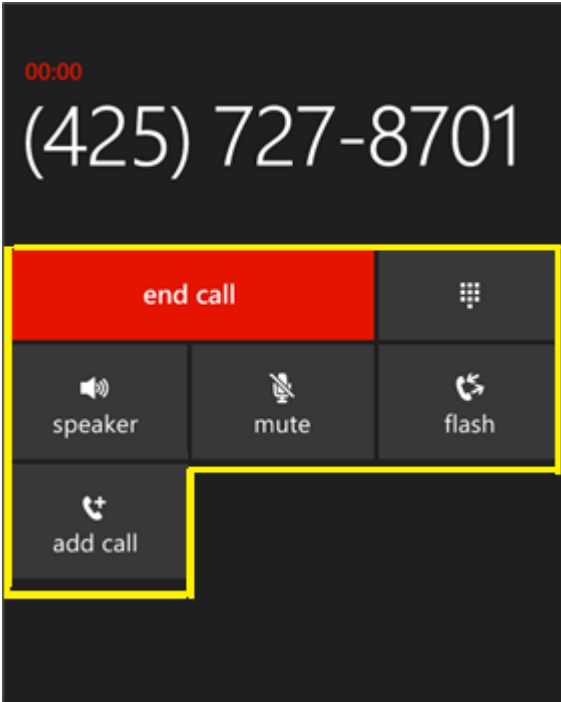
## 4.1.12 Page Title

| Page title | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All caps<br><br>Example:<br>SETTINGS - SETTINGS |
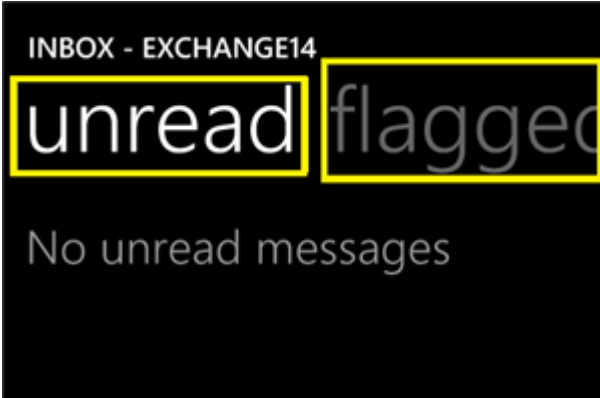
### 4.1.13 Pane Section Title

| Pane section title | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>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.<br>Example:<br>categories - categories |
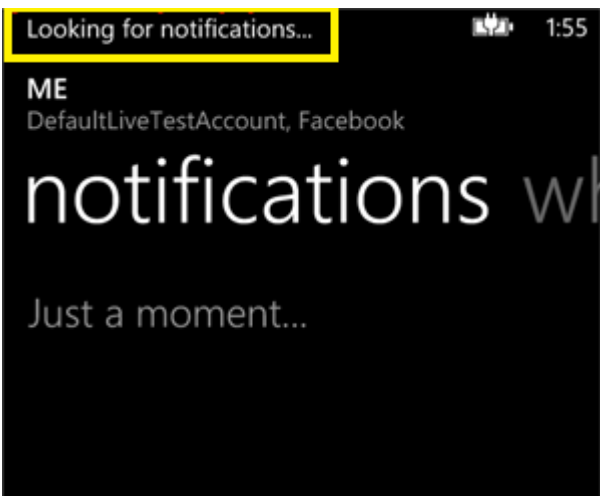
### 4.1.14 Phone Control Label

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

### 4.1.15 Pivot Item

| Pivot item | Guidelines |
|---|---|
| INBOX - EXCHANGE14<br>**unread** flagged<br>No unread messages | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>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.<br><br>Example:<br><br>unread - unread |

### 4.1.16 Progress Indicator Text

| Progress indicator text | Guidelines |
|---|---|
| Looking for notifications...　1:55<br>ME<br>DefaultLiveTestAccount, Facebook<br>notifications wh<br>Just a moment... | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case<br><br>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 gerund and use the ellipsis to suggest continuous action.<br>Example:<br>Looking for notifications…  - Looking for notifications… |

## 4.1.17 Text Box
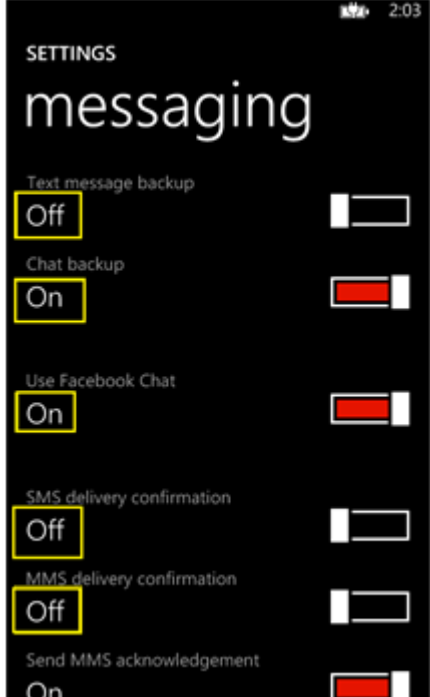
| Text box | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: All lower<br><br>A text box contains user input text, such as messaging box, caption box, etc.<br>Translate using the imperative form<br><br>Example:<br>type a message – type a message |

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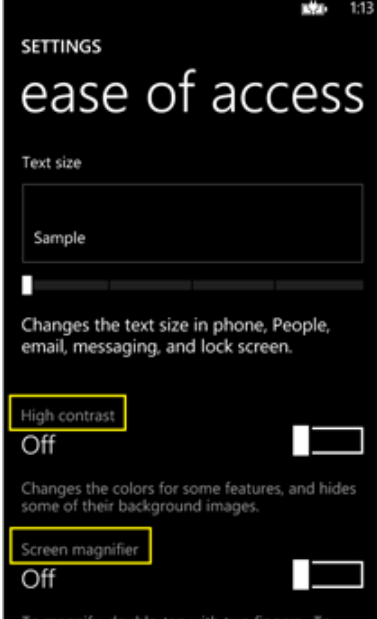
| Tile label | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case (except for proper nouns)<br><br>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.<br><br>Examples:<br>Photos - Photos<br>People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

## 4.1.19 Toggle Switch

### 4.1.19.1 Toggle Switch Label

| Toggle switch label | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case<br><br>Translate the toggle switch label strings consistently with the source.<br>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.<br><br>Examples:<br>On – On<br>Off - Off |

### 4.1.19.2 Toggle Switch Title

| Toggle switch title | Guidelines |
|---|---|
|  | Wrapping: No<br>Number of lines allowed: 1<br>Source capitalization style: Sentence case<br><br>Example:<br>High contrast - High contrast |

## 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.

Description

The string above makes a reference to the "sign in" push button. In EN US Source the 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 1$^{st}$ letter of each word is capitalized. This is why in the source example above "Sign In" appears in title casing.

Translation Strategy

For UK English, references to UI elements within UI strings should be translated using Title Case. As a result, the translation of the source string in the example above would be as follows.

Translation

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

## 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 UK English 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

Exceptions:

- 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:**

The following UI elements appear in Title Case:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card)

**ALL CAPS:**

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

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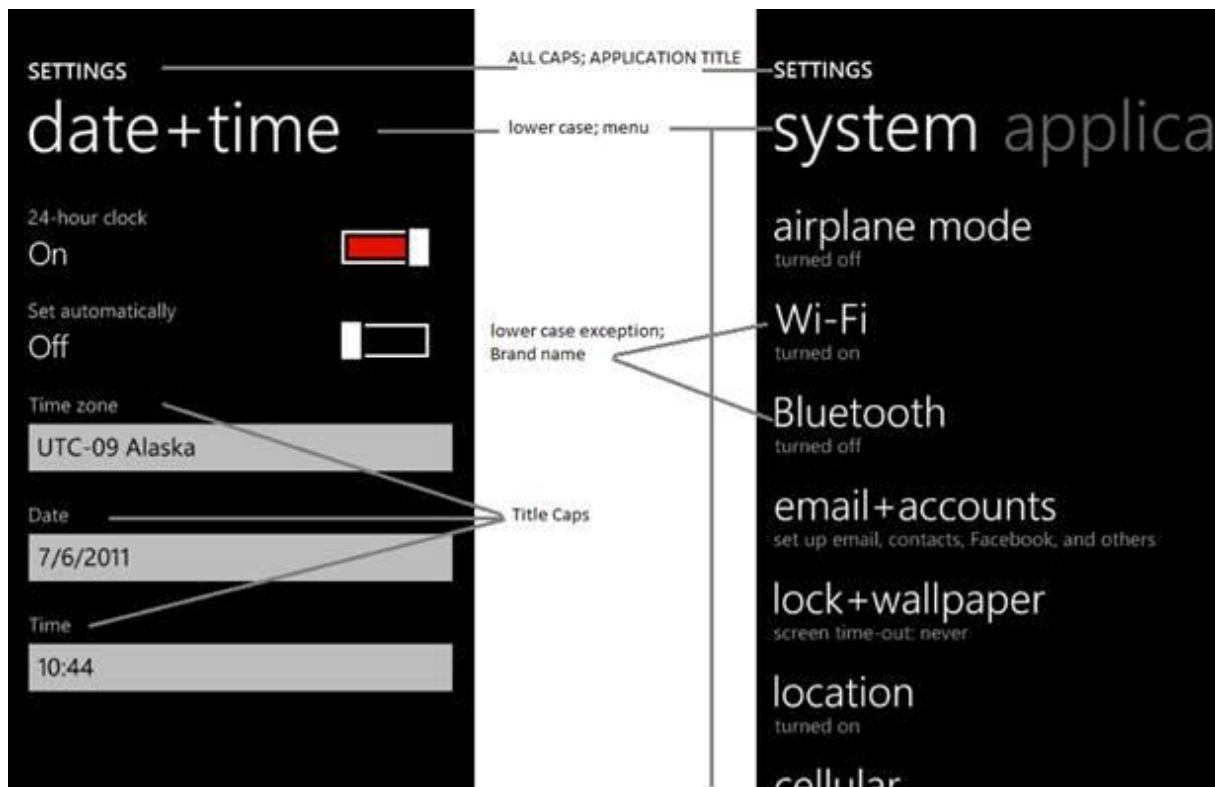
To sum up, all the above product specific capitalization guidelines should be followed during translation into UK English.

## 4.5 Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- When dealing with interjections (such as Oops!) please bear the UK user in mind and step away from the US source text if appropriate
- In UK English, the client has requested that WiFi, be spelt without a hyphen.

## 4.6 Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u> However, approved abbreviated terms, such as 'sync', that are consistent with modern usage, should be used.

- Do not use semicolons. Two shorter sentences are better and easier to read.

- Don't overuse exclamation marks. Choose stronger words.

- An en dash adds fluid emphasis – and it's more casual than a colon.

- Question marks? Like exclamation marks, use them judiciously. They work well when a link is phrased as a customer question.

- Commas should not be used before "and" and "or", unless this constitutes a separate clause

**Examples:**

| EN US Source | Translation | Comment |
|---|---|---|
| Deletes all temporary files, history, cookies, and saved passwords from Internet Explorer. | Deletes all temporary files, history, cookies and saved passwords from Internet Explorer. | No serial comma |

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

Screen editing is a key step for detecting 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.

- Translations which are too literal. The text needs to sound natural and appealing in the target language.

- 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.

## 4.8 Handling 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 UK English at the following location: http://www.microsoft.com/windowsphone/en-gb/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 on 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 UK English? 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="==Favourites icon=="/>.
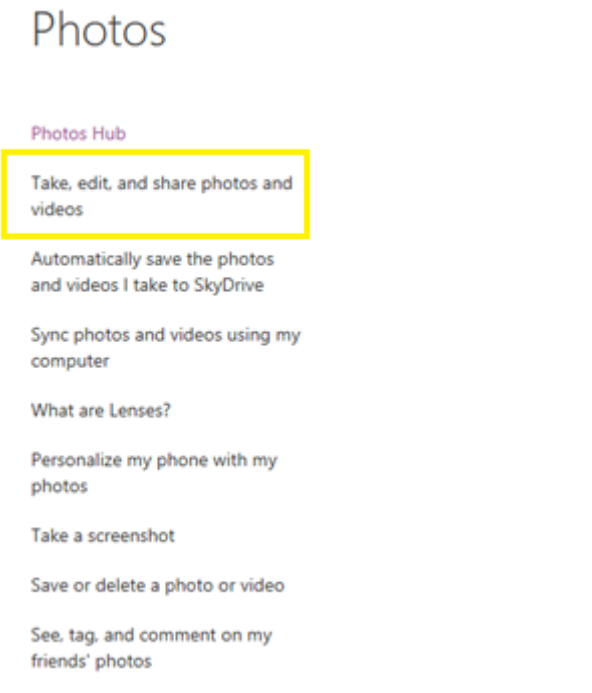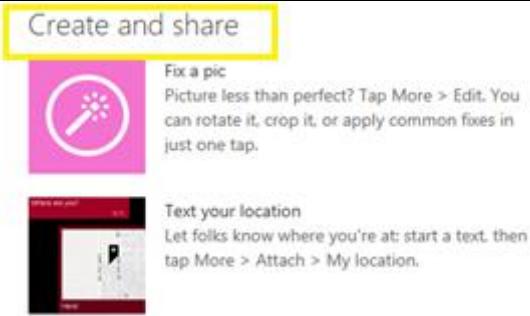
## 5.3.2  Topic Titles

When translating topic titles, brevity should be key. Information should be clearly available with no superfluous words.

Sentence case should generally be used, except where referring to UI elements or proper nouns.

The gerund is generally used for topic titles, whereas the US source generally uses the imperative. Voice is also changed, so that the website is giving advice to "you" the user, rather than "me" (exception: when the title is phrased as a question, the source style is retained).

| Topic title in English | Context | UK English |
|---|---|---|
| Take, edit, and share photos and videos | Photos<br><br>Photos Hub<br><br>Take, edit, and share photos and videos<br><br>Automatically save the photos and videos I take to SkyDrive<br><br>Sync photos and videos using my computer<br><br>What are Lenses?<br><br>Personalize my phone with my photos<br><br>Take a screenshot<br><br>Save or delete a photo or video<br><br>See, tag, and comment on my friends' photos | Use the gerund for all headings and apply standard punctuation rules.<br><br>Taking, editing and sharing photos and videos |

| | | |
|---|---|---|
| |  | Use the gerund for all headings. |
| Create and share | | Creating and sharing |

### 5.3.3 References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For UK English, references to UI options should be localized using sentence case.

**Examples:**

| EN US Source | Translation | Comment |
|---|---|---|
| Tap **End call** to hang up | Tap **End call** to hang up | |
| On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**. | On **Start**, flick left to the **App** list, tap **Settings**, then tap **Email + accounts**. | Use of "…, and then…" is very American. We recommend removing "and" to retain the sequential meaning of the phrase. |

## 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 |
|---|
| Kidproof your phone—in a way your kids will love |

Hand over your phone without fear. Kid's Corner grants your little ones access only to the apps, games, videos, and music you choose for them, so you can relax and let them play. They can open Kid's Corner on their own, but your Start screen, apps, and info are protected by a password you set. Only on Windows Phone 8.

**EN GB Adaptation**

# Child-proof your phone – in a way they'll love

KID'S CORNER

Hand over your phone without fear. Kid's Corner grants your little ones access, but only to the apps, games, videos and music you choose for them, so you can relax and let them play. They can open Kid's Corner on their own, but your Start screen, apps and info are kept safe by a password you set. Only on Windows Phone 8.

## 5.4.2 How-to Text

**EN US Source**

# Sync my Windows Phone

If you want to move media or sync stuff between your computer and phone, there's always at least one good way to do it. What you'll use depends on a few things:

- The kind of computer you have
- What you're trying to do
- Your favorite way to do something (if there's more than one option)

To get you started, we've put together a [wizard that can walk you through your choices](). (The wizard is available in English only.) Just pick the thing you want to move or sync, answer a few quick questions, and we'll point you in the right direction.

Check out [Which apps can I use to sync with my computer?]() if you just want to see which apps work on which computer. And if you're trying to figure out how to sync your contacts, calendar, and email, see the list of topics following this table, which have detailed instructions.

| EN GB Adaptation |
|---|

# Syncing your Windows Phone

If you want to move media or sync stuff between your computer and phone, there's always at least one good way to do it. What you'll use depends on a few things:

- The kind of computer you have
- What you're trying to do
- Your favourite way of doing something (if there's more than one option)

To get you started, we've put together a <u>wizard that can walk you through your choices</u>. (The wizard is available in US English only.) Just pick the thing you want to move or sync, answer a few quick questions, and we'll point you in the right direction.

Have a look at <u>Which apps can I use to sync with my computer?</u> if you just want to see which apps work on which computer. And if you're trying to figure out how to sync your contacts, calendar and emails, see the list of topics following this table, which have detailed instructions.

Important differences:

- Terminology (email > emails)

- Use of second person impersonal rather than first person (your Windows Phone)

- Use of gerund in headings (also for subheadings)

- Adverb position/inclusion (but only to the apps, games, videos and music)

- Style – don't be afraid to step away from the US source and use more natural phrasing ("Have a look at" rather than "check out")

## 5.5 Fine-Tuning during Editing/Screen Review

The review stage—either in the file or on 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 UI options of Windows Phone and other related products.

- Image captions and topic titles have been translated consistently.

- The text flows, is straightforward and appealing to the reader.

- The style follows the agreed Windows Phone tone and voice staples into your language.

- The text is translated consistently. All Windows Phone and windowsphone.com key terms have been localized as per approved glossary.

## 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 adhere to the following guidelines for pronunciation of product and feature names of English origin.

Please use a British accent.

| Product or Feature Name | Phonetic Transcription | Pronunciation in en-GB |
|---|---|---|
| Windows Phone | /ˈwɪndəʊz fəʊn/ | Windows Phone |
| Bluetooth | /ˈbluːtuːθ/ | Bluetooth |
| Bing | /bɪŋ/ | Bing |
| Facebook | /ˈfeɪsˌbʊk/ | Facebook |
| Microsoft Tag | /ˈmʌɪkɹə(ʊ)sɒft tæg/ | Microsoft Tag |
| Microsoft | /ˈmʌɪkɹə(ʊ)sɒft/ | Microsoft |
| Xbox | /ˈɛksˌbɔks/ | Xbox |
| Xbox Music Pass | /ˈɛksˌbɔks ˈmjuːzɪk pɑːs/ | Xbox Music Pass |
| Xbox Music | /ˈɛksˌbɔks ˈmjuːzɪk/ | Xbox Music |

| Live Tile | /lʌɪv tʌɪl/ | Live Tile |
| Live Apps | /lʌɪv æps/ | Live Apps |
| Hub | /hʌb/ | Hub |
| Data Sense | /ˈdeɪtə sɛns/ | Data Sense |
| Twitter | /twɪtə/ | Twitter |
| Store | /stɔː/ | Store |