WINDOWS PHONE

STYLE GUIDE FOR TRADITIONAL CHINESE

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 Traditional Chinese 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.

3.2 Style—Help Deliver the Voice

The style is direct and personal. The language should not be formal, but certain politeness is necessary. The common practice is to use 'please' in the target language. If the source texts contains 'you' or 'your,' the formal second person is to be used (i.e. you = 您; your = 您的).

In keeping with the goal of creating a personal connection between the phone and the user, use the personal pronoun "we= 我們" whenever the system addresses the user in connection with, e.g. configuration or setting of the phone.

Examples:

EN US Source	Translation	Comment
Are you sure you want to erase all your personal content from your phone?	您確定要刪除手機上的所有個人內容?	That is, "you" should be addressed in a polite manner.
Resetting your phone will erase all your personal content, including apps that you	重設手機會刪除您的所有個人內容，包括您已購買及下載的 app，而且會恢復為原廠設定。是否要繼續	That is, "your" should be addressed in a polite manner.

purchased and downloaded, and will restore the factory settings. Do you want to continue?	?	
Now we'll help you finish setting up a few things.	現在我們將協助您完成一些設定。	"We" should be translated as "我們"(first person plural)

Characters such as the ampersand ("&") and the plus symbol (+) appear frequently in the source text as connectors. Preserve the plus symbol "+" in the translation wherever possible. Do not surround it by spaces.

Example:

EN US Source	Translation
ringtones+sounds	鈴聲+音效

The ampersand "&" should be translated as '與' (and).

3.3 Usage—Sound Natural

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

Example:

EN US Source	Incorrect Translation	Correct Translation	Comment
You are about to be redirected to a new internet site.	您即將被重新導向到新的網際網路網站。	系統會將您重新導向到新的網際網路網站。	Please use an active sentence: "The system is about to redirect you to a new internet site."

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 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.

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.	找不到符合的項目。請向左或向右**撥動**以檢視其他結果，或嘗試輸入不同的搜尋字詞。	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.	傳回**範圍**中包含值的儲存格數目。	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	數據用量感知器	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" should stay unlocalized as well for Traditional Chinese, so the fictitious address would be the same as in EN-US ([someone@example.com).](mailto:someone@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.
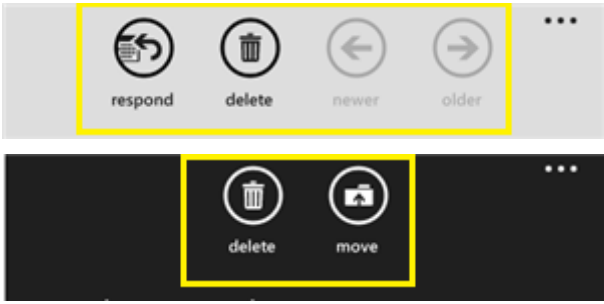
3.7 Mix of Western and Asian Characters

Please insert a single-byte space between Western and Asian characters in strings with mixed script. This style rule should be followed in both the UI and windowsphone.com translations.
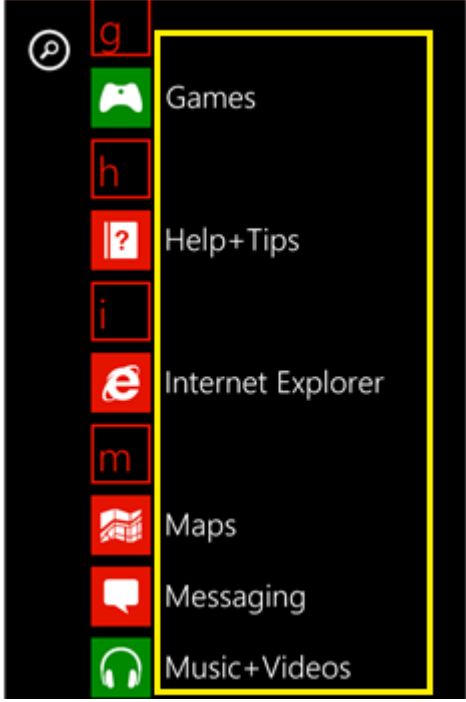
4. Windows Phone UI Localization Guidelines

4.1 How to Translate UI Elements

4.1.1 App Bar Icon

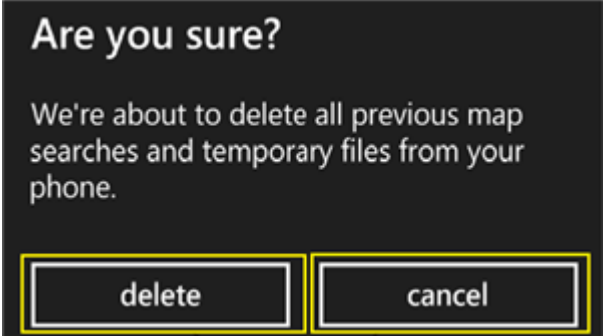| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that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

4.1.2 App List Item

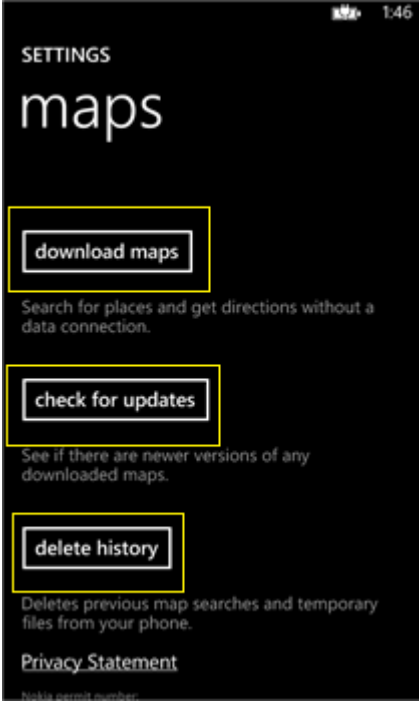| App list item	Guidelines

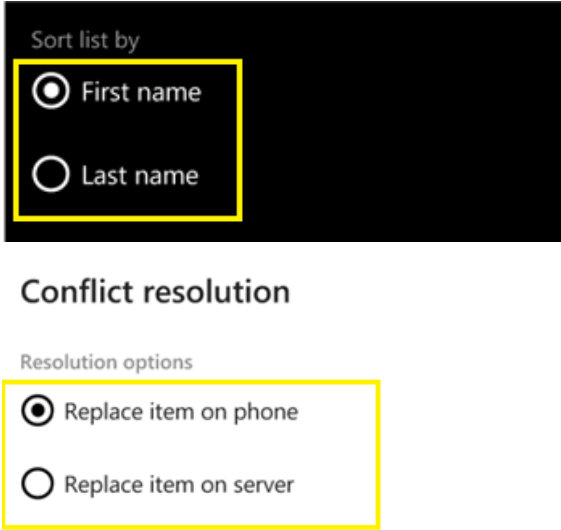|	
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore,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

4.1.3 Buttons

Dialog button	Guidelines
	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 as verbs and labels represented by nouns as nouns. Examples: - Labels containing verbs: delete - 删除 - Labels represented by nouns: store – 市集

4.1.3.2 Push Button

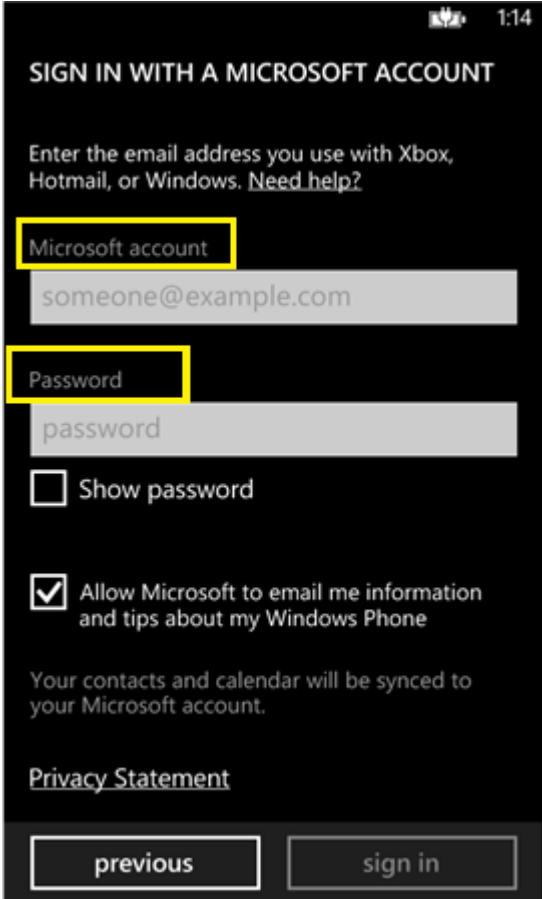| Push button	Guidelines
SETTINGS maps download maps Search for places and get directions without a data connection. check for updates See if there are newer versions of any downloaded maps. delete history Deletes previous map searches and temporary files from your phone. Privacy Statement 1:46	Wrapping: 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 as verbs. Nouns are translated as nouns. Examples: - Labels containing verbs: check for updates - 檢查更新 - Labels represented by nouns: suggestions – 建議

4.1.3.3 Radio Button

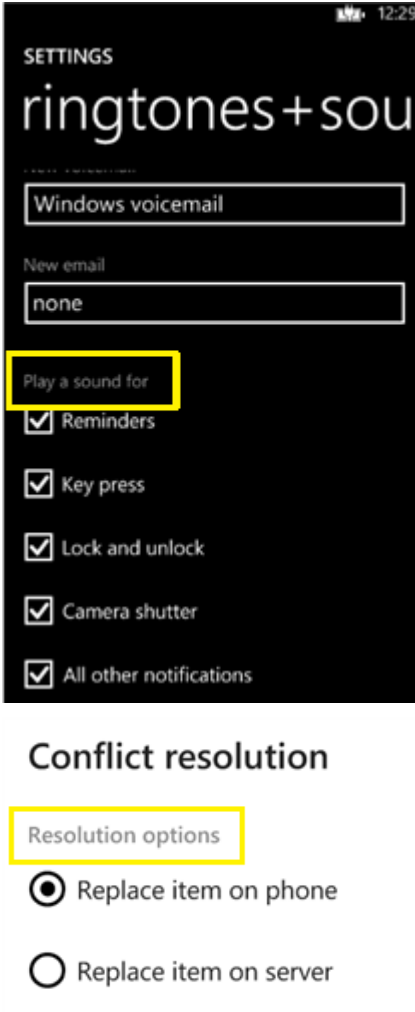| Radio button	Guidelines
Sort list by ◉ First name ○ Last name Conflict resolution Resolution options ◉ Replace item on phone ○ Replace item on server	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name – 名字 When the radio button starts with a verb followed by a noun, use the V+O structure. Follow the source punctuation. Example: Replace item on phone - 取代手機上的項目

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 radio button starts with a verb followed by a noun, use the V+O structure. Follow source punctuation. Example: Use Speech when the phone is locked - 在手機鎖定時使用語音功能

4.1.5 Edit Box Label

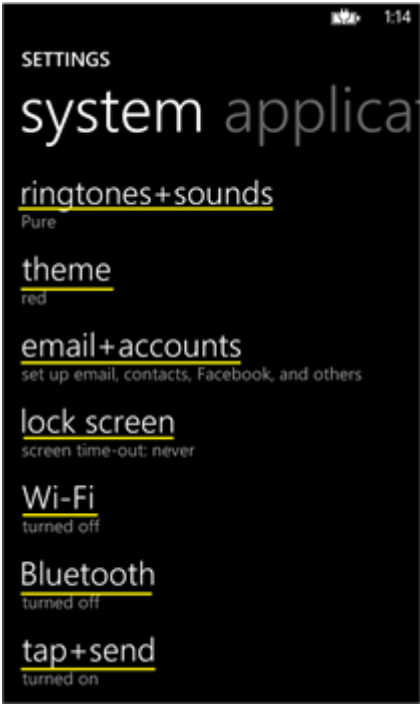| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password – 密碼

4.1.6 Group Label

Group label	Guidelines
SETTINGS ringtones+sou Windows voicemail New email none Play a sound for ☑ Reminders ☑ Key press ☑ Lock and unlock ☑ Camera shutter ☑ All other notifications **Conflict resolution** Resolution options ⦿ Replace item on phone ◯ Replace item on server	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 a verb. Example: Play a sound for – 針對下列項目播放音效 When the group label consists of a noun, use a noun. Example: Resolution options - 解決選項

4.1.7 Hub Title

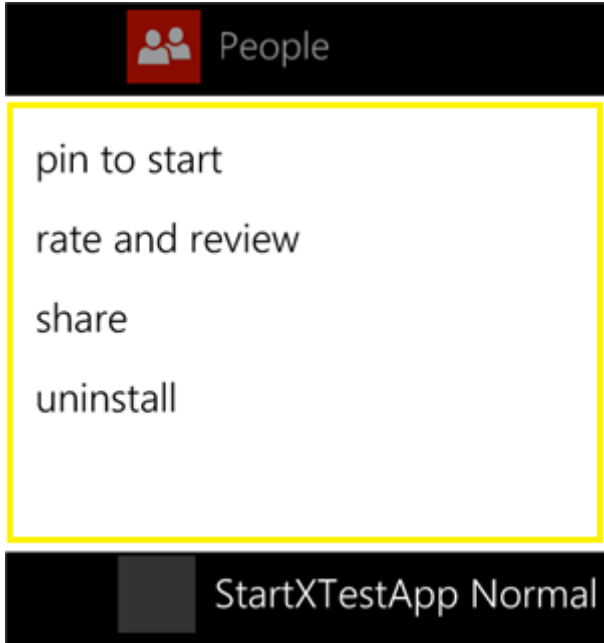| Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos - 照片

4.1.8 List Item in Settings

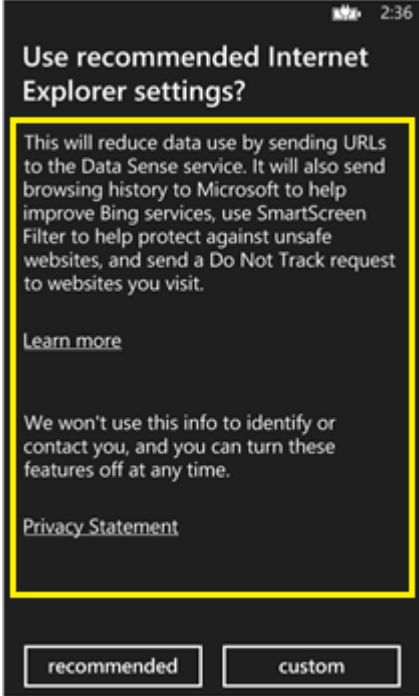| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9　Menu Items

4.1.9.1　Application Menu Item

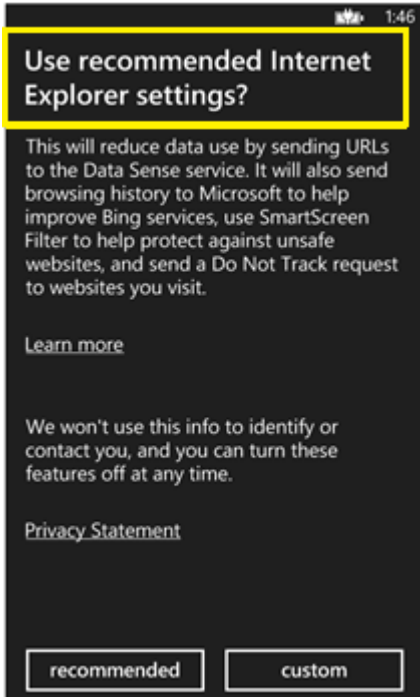| Application menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using verbs. Example: mark as unread - 標記為未讀取

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 verbs as verbs. Example: rate and review - 評分並評論

4.1.10 Message Box

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 use a verb in Chinese, forming a simplified question in Chinese as the source does. Example: Use recommended Internet Explorer settings? - 使用建議的 Internet Explorer 設定?

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?- 有可用的 **Wi-Fi** 是否要連線?

4.1.12 Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS – 設定

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 – 類別

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 a noun in Chinese. Example: speaker - 擴音器 If the source phone control label contains a verbal form, translate it as a verb in Chinese. Example: add call - 新增通話

4.1.15 Pivot Item

Pivot item	Guidelines
	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 – 未讀

4.1.16 Progress Indicator Text

Progress indicator text	Guidelines
	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 a verb and 3 half-width middle dots (U+00B7). Example: Looking for notifications… - 正在尋找通知•••

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 verbs as verbs, and nouns as nouns (if any). Example: type a message - 輸入訊息

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 - 相片 People - 連絡人

4.1.19 Toggle Switch

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 as verbs. In Chinese, "on" and "off" are translated the same way for verbal and adjectival meaning. 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 –開 Off –關

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

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 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 first 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 Traditional Chinese, references to UI elements within UI strings should be enclosed in square brackets: "[" and "]". As a result, the translation of the source string in the example above would be as follows.

<u>Translation</u>

確定您的電子郵件地址與密碼正確,然後點選 [登入]。

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.

Example:

Control—Label with Title1Style

4.4 Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—but Traditional Chinese uses Chinese characters, which cannot be capitalized.

What follows is a summary of the Windows Phone-specific capitalization style applicable to the English source version.

Lowercase:

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, the appropriate capitalization is used.

- Proper nouns are excluded from this rule and should follow the appropriate capitalization.

Sentence case

Title Case

The following UI elements appear in Title Case in the source:

- Photo Album Titles

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

ALL CAPS

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

- PAGE/APPLICATION TITLE

- DIALPAD LABEL

Examples:

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 the language that customers use.

- Translate colloquial and conversational phrases in a friendly tone and style.

- Please use the vernacular Chinese speech to express interjections.

Examples:

EN US Text	Incorrect Translation	Correct Translation
Oops...	那诶阿內	糟糕•••

4.6 Punctuation—Divide and Conquer

- Do not use abbreviations!

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

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

- Keep the ellipsis (three periods) when it is used in the source, but translate it using 3 half-width middle dots (U+00B7). This is necessary for the ellipsis to display correctly in the portrait mode.

Examples:

EN US Source	Translation	Comment
The call can't be completed because Fixed Dialing Number mode is enabled on your SIM card.	無法完成撥號,因為您的 SIM 卡已啟用「限制撥號號碼」模式。	A series of capitalized strings should be translated with Chinese brackets added.
Searching...	搜尋中•••	Use 3 half-width middle dots (U+00B7).

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.

- 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
Contact your customer service center for the unblock code.	請連絡您的客戶服務中心以取得解鎖碼。	請連絡客戶服務中心以取得解鎖碼。
SIM PIN enabled	已啟用 SIM PIN (The translation should not be shortened even if it is truncated.)	已啟用 SIM 卡 PIN 碼
Last:	上次: (Please check the given reference whenever the context is missing.)	上次同步時間:

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 ZH-TW at the following location: http://www.microsoft.com/windowsphone/ZH-TW/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 Traditional Chinese? 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="我的最愛圖示"/>.`

5.3.2 Conjunctions and Adverbs

In the examples below, "Take, edit, and share photos and videos" should be translated as "拍照、編輯並分享相片和影片"

Use the ideographic comma (i.e. 、) instead of the Chinese comma (i.e. ，) to separate a series of verbs. Remember that "and" should be translated as "並" when translating a series of verbs.

Sometimes adverbs created by adding -ly to adjectives in English are translated with the suffix "地" (i.e. happi<u>ly</u> = 快樂<u>地</u>), though the suffix can be removed in the translation.

Example: Sort... with ease = 輕鬆地排序...

A sequence of nouns connected with the preposition "and" should be translated as Noun "和" Noun. For example, "work <u>and</u> personal mail" = "工作<u>和</u>私人郵件"

Topic title in English	Context	Traditional Chinese
Take, edit, and share photos and videos		Translate verb sequence as verb、verb.."和" verb, followed by the nouns (if any in source text). 拍照、編輯並分享相片和影片
Create and share		Translate verb sequence as verb、verb.."和" verb. [建立並分享]

5.3.3 References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Traditional Chinese, references to UI options should be localized using the square brackets: "[" and "]"

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	點選 [結束通話] 以掛斷電話。	Please enclose UI references with "[" and "]" in the translation.
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	在 [開始] 畫面上，向左撥動至 [App] 清單、點選 [設定]，並點選 [電子郵件+帳戶]。	Please enclose UI references with "[" and "]" in the translation.

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.
ZH-TW Translation
「釘」出自我 立即開始 釘選並鎖定想要的「Live Tile」！在您的「開始」畫面中即時更新關注的大小事。您可以釘選連絡人、app、音樂、網站、路線、遊戲、相片、文件和更多項目。唯有 Windows Phone 能提供您「Live Tile」，讓您隨心所欲釘選自我風格。

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.

ZH-TW Translation

這是哪首歌？

當您在電台或出門在外時，不需要猜想聽到的是什麼歌。您的 Windows Phone 已內建 Bing 音樂，可讓您搜尋正在播放的音樂相關資訊，例如歌曲標題、演唱者、專輯和收聽或購買的方式。

搜尋正在播放的已錄製音樂

1. 按下您手機上的 [搜尋] 🔍 按鈕。
2. 播放音樂時，拿著您的手機對準您能清楚聽到音樂的地方，然後點選 [音樂] 🎵 。

   您的手機將掃描音樂，然後顯示您所認得的歌曲標題、演唱者、專輯名稱和藝術。

3. 若要在 Xbox Music 市集中找音樂，請點選 [市集]。

   您可以在專輯中預覽該歌曲和其他歌曲，然後視喜好購買歌曲。

如果您有 Xbox Music Pass，而且在 Xbox Music 市集中找得到這首歌，您可以線上聽或下載完整的歌曲。同時，您也可以在線上收聽或下載其他完整歌曲。如需更多詳細資訊，請參閱《從市集取得音樂和播客》。

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 your language.

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

- Report anything that is unclear.

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. Generally speaking, English terms and product names should be pronounced the English way, with a slight Traditional Chinese accent.

The pronunciation instruction below is described in KK phonetics:

Product or Feature Name	Phonetic Transcription (Pronunciation in English)
Windows Phone	ˋwɪndoz fon
Bluetooth	Blu tuθ
Bing	ˋbɪŋ
Facebook	fesbʊk
Microsoft Tag	ˋmaɪkroˌsɔft tæg
Microsoft	maɪkroˌsɔft
Xbox	ɛks bɑks
Xbox Music Pass	ɛks bɑks ˋmjuzɪk pæs
Xbox Music	ɛks bɑks ˋmjuzɪk
Live Tile	laɪv taɪl
Live Apps	laɪv - aɪ - pɪ - pɪ
Data Sense	ˋdetə sɛns
Twitter	ˋtwɪtɚ