WINDOWS PHONE

STYLE GUIDE FOR DUTCH

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 Dutch 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 — 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. However, a too technical/distant tone should also be avoided.

3.2. Style—Help Deliver the Voice

The style is straightforward, direct and personal. Use the most up-to-date terminology without being too technical, but at the same time adopt a more personal style as if talking to a friend.

For example: '*een contactpersoon toevoegen*' - '*een contact toevoegen*' , '*een e-mailbericht verzenden*' - '*een e-mail verzenden*'.

Use the formal form of addressing the user, i.e. the formal 'u' instead of the informal 'je/jij'. In marketing materials on windowsphone.com and WPS UI, the informal second-person pronoun (je, jouw) can be used where the target audience needs to be captivated by a more personal approach.

When the first person plural ("we") is used in the source text, try to use an impersonal translation. However, if the impersonal form sounds forced or unnatural, feel free to follow the first person plural structure ("we/wij").

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Laten we u helpen bij het configureren van de telefoon.	Using a passive construction here would make for a rather wordy and unnatural translation. Therefore in this case the first person plural seems more appropriate.
We'll need a phone number to save this contact to your SIM card.	Een telefoonnummer is vereist om dit contact op uw simkaart op te slaan.	In this case a passive construction can be used.

Please avoid contractions such as "'n" or "zo'n".

The characters '&' and '+' appear frequently in the source as connectors. Please replace the '+' symbol with an ampersand, surrounded by spaces. For example: '*Music+Videos Hub*' - '*hub Muziek & video's*'. The ampersand ('&') should be translated in full using the Dutch preposition 'en'. For example, '*Browser & search language*' - '*Browser- en zoektaal*'.

3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, active voice should be used instead of passive. This will also help avoid redundancy and improve the fluency of the text. Use the passive voice only for system messages, so as to avoid referring to the system as 'wij/we' or 'de telefoon'.

Example:

EN US Source	Incorrect Translation	Correct Translation
We can't display the document.	We kunnen het document niet weergeven.	Het document kan niet worden weergegeven.

If the passive sentence construction is too long, it may be better to use the infinitive.

Example:

EN US Source	Incorrect Translation	Correct Translation
Deleting browsing history…	Browsegeschiedenis wordt verwijderd…	Browsegeschiedenis verwijderen…

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.	Zoekopdracht heeft geen resultaten opgeleverd. **Veeg** naar links of naar rechts om andere resultaten weer te geven of probeer een andere zoekterm.	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.	Telt hoeveel cellen in een **bereik** een waarde bevatten.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.

Data Sense	Data-inzicht	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 Dutch, please replace someone@example.com with jan@example.com.

3.6. Measurements

The EN US source contains measurements in strings such as:

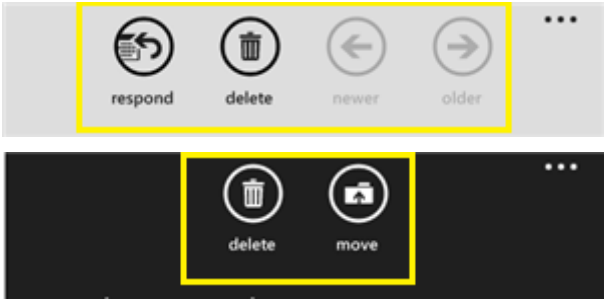| {0} KB |
|---|
| Uploading %sMB... |
| Offline, downloading %sKB... |
| Uploaded %1KB of %2KB |
| Available storage: %s GB |

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 lowercase.
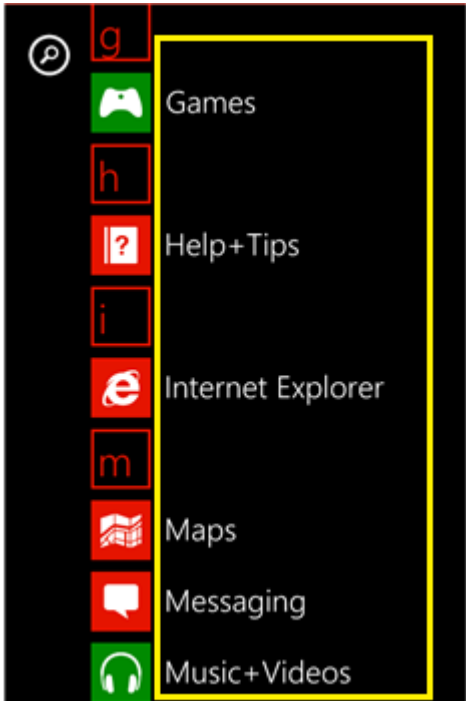
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

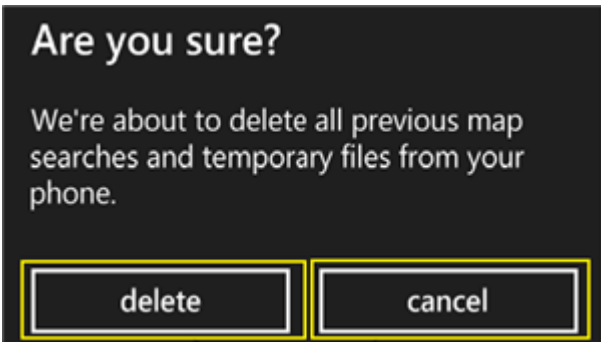### 4.1.1. App Bar Icon

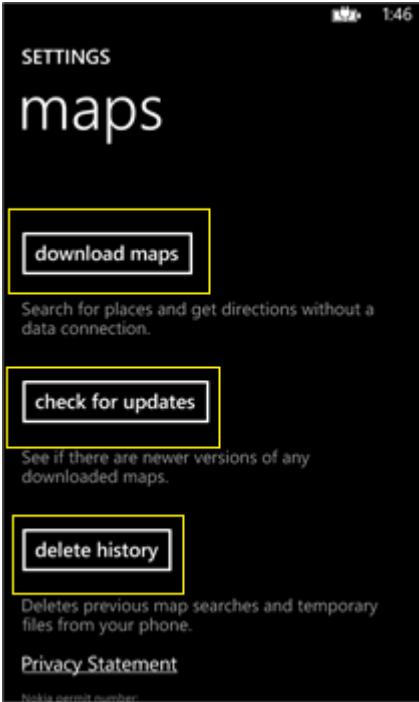| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that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

4.1.2. App List Item

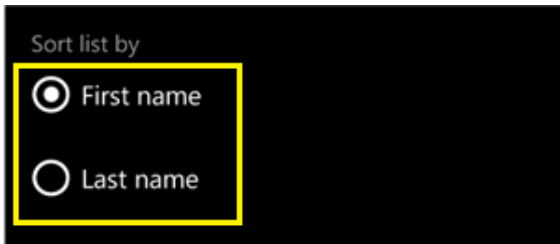| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games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

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 using verbs in infinitive form and labels represented by nouns using nouns (following the source form). Examples: - Labels containing verbs: delete - verwijderen - Labels represented by nouns: settings - instellingen

4.1.3.2. Push Button

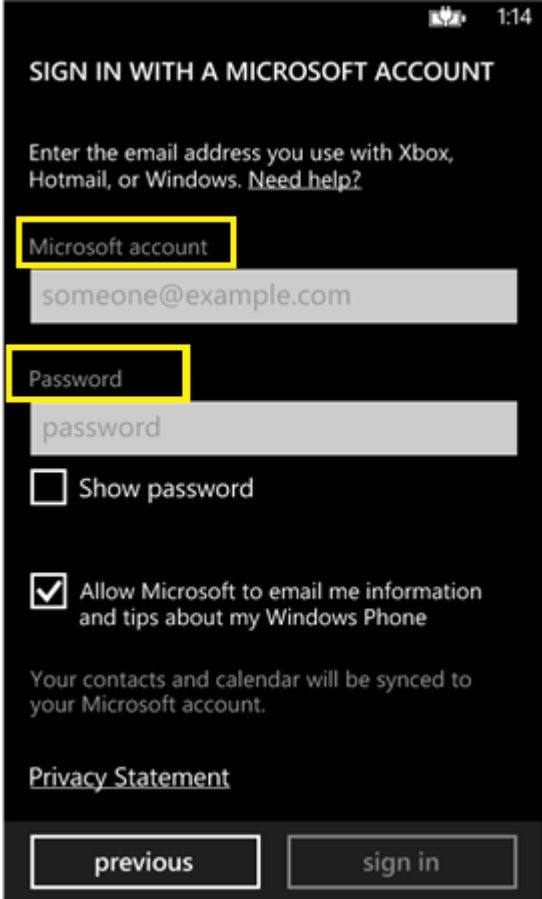| Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented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

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 - Voornaam When the radio button starts with a verb, use the infinitive form. Follow the source punctuation.

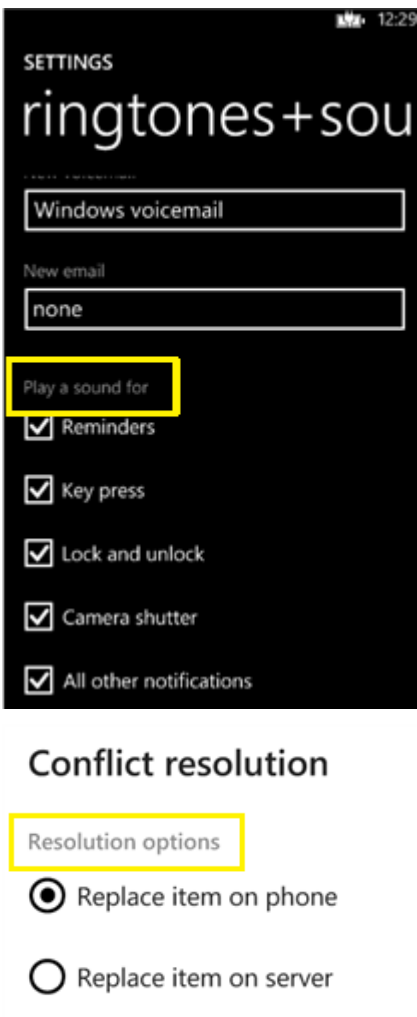|	
Conflict resolution Resolution options ◉ Replace item on phone ◯ Replace item on server	Example: Replace item on phone – Item op telefoon vervangen

4.1.4. Check Box Label

Check box label	Guidelines
SETTINGS **speech** Press and hold the Start button to use Speech. ☑ Use Speech when the phone is locked ☑ Play audio confirmations	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 infinitive form. Follow source punctuation. Example: Use Speech when the phone is locked – Spraak gebruiken als de telefoon is vergrendeld

4.1.5. Edit Box Label

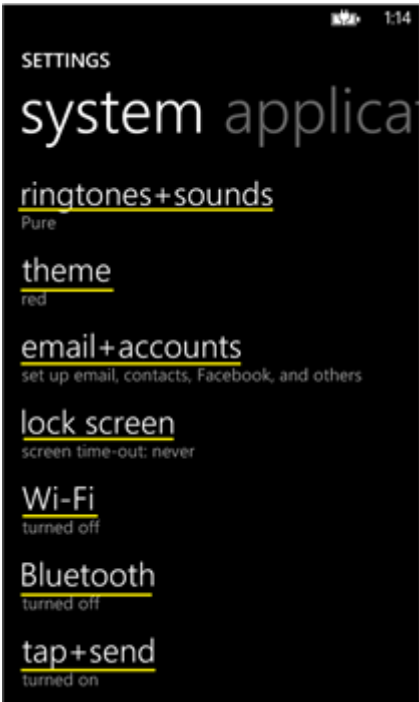| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password - Wachtwoord

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 infinitive form. Example: Play a sound for – Geluid afspelen bij When the group label consists of a noun, use a noun (following the source form). Example: Resolution options – Opties voor oplossingen

4.1.7. Hub Title

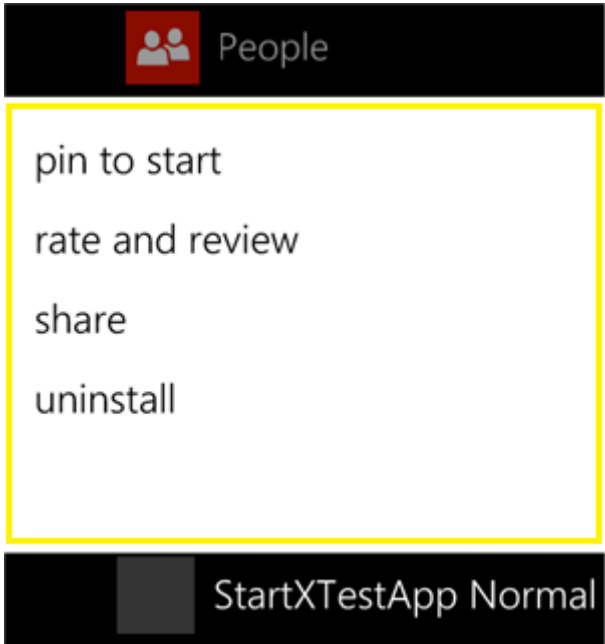| Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos – foto's

4.1.8. List Item in Settings

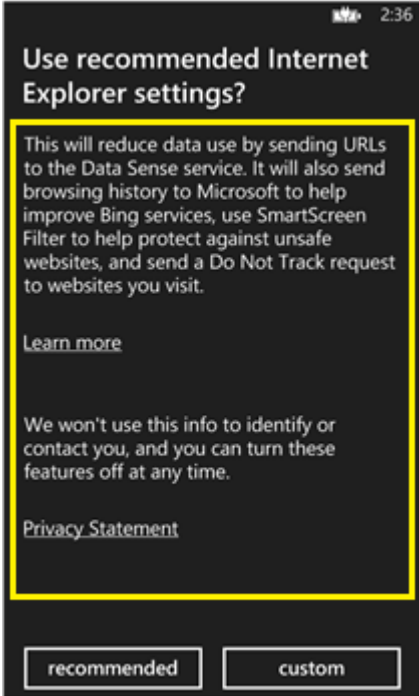| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

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 infinitive verb form. Example: mark as unread – als ongelezen markeren

4.1.9.2. Context Menu Item

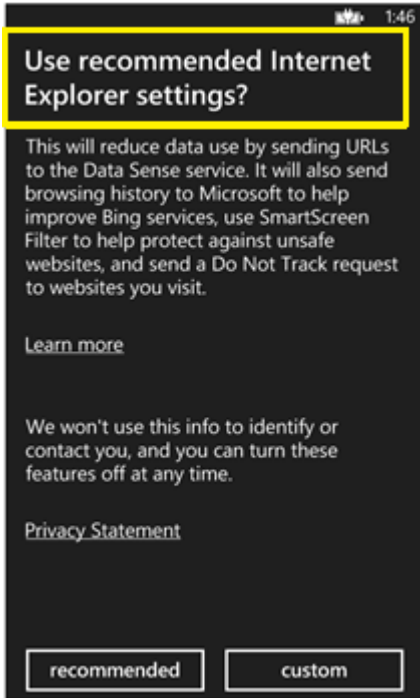| Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the infinitive verb form. Example: rate and review - beoordelen

4.1.10. Message Box

4.1.10.1. Message Box Body

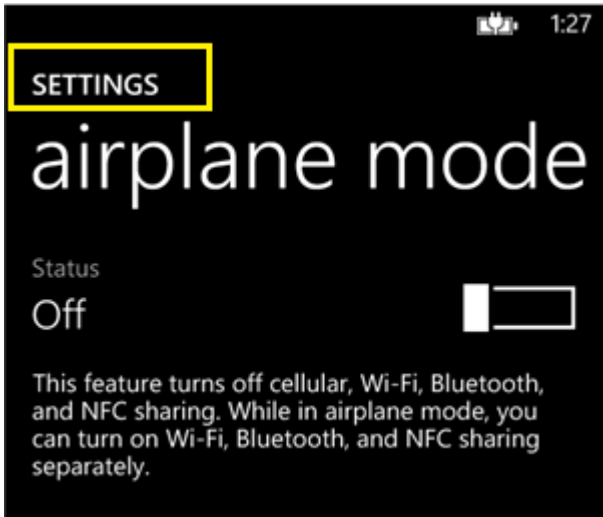| Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case

4.1.10.2. Message Box Header

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 the infinitive verb structure. Example: Use recommended Internet Explorer settings? – Aanbevolen Internet Explorer-instellingen gebruiken?

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? – **Wi-Fi beschikbaar** Verbinden?
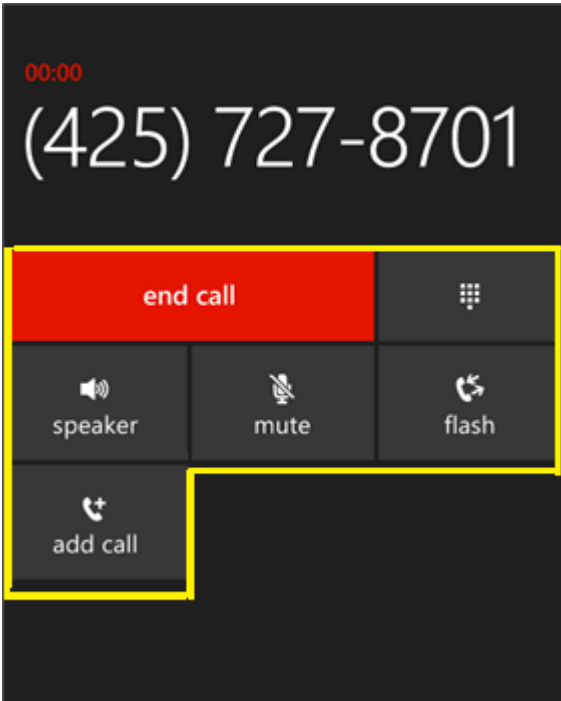
4.1.12.   Page Title

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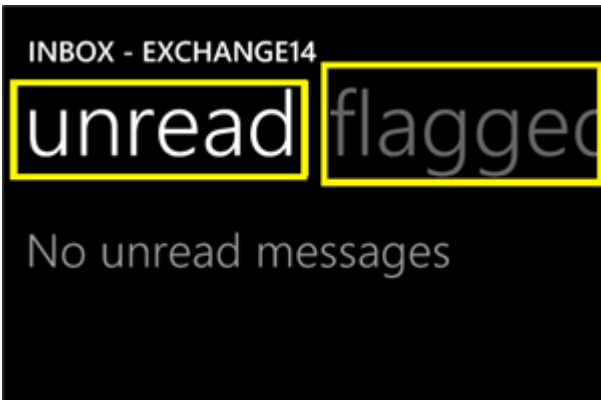
4.1.13.   Pane Section Title

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 - categorieën
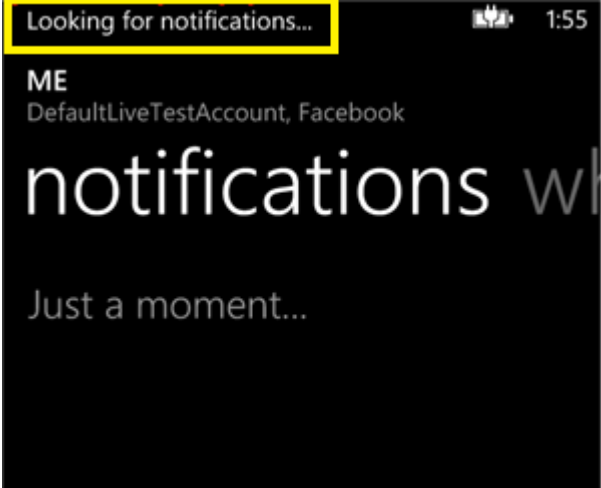
4.1.14. Phone Control Label

Phone control label	Guidelines
00:00 (425) 727-8701 end call ⊞ 🔊 speaker 🎙 mute 📞 flash 📞 add call	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 (following the source form). Example: speaker - luidspreker If the source phone control label contains a verbal form, translate using the infinitive verb form. Example: add call – aan gesprek toevoegen

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 - ongelezen

4.1.16.   Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications...	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 infinitive verb structure. Please follow the source regarding the ellipsis. Example: Looking for notifications... - Meldingen zoeken...

4.1.17.   Text Box
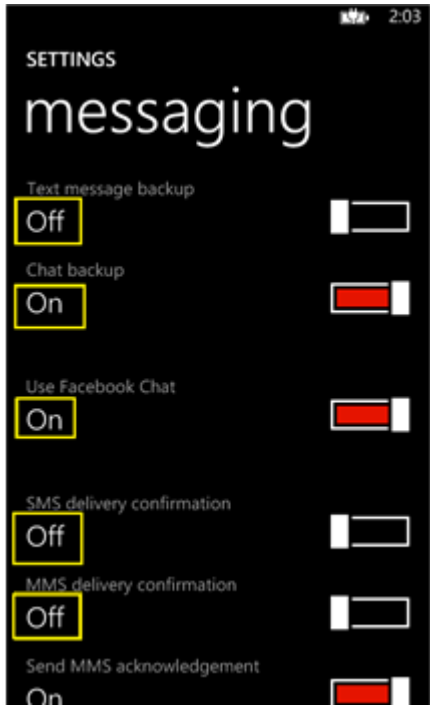
Text box	Guidelines
To: type a message	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using the imperative verb form. Example: type a message – typ een bericht

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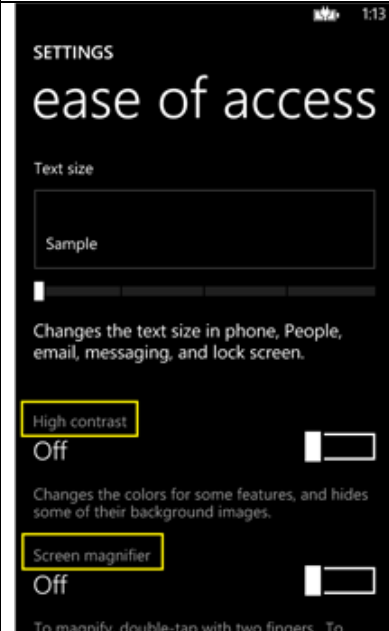
Tile label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages. Examples: Photos – Foto's People – Personen

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 using the perfect verb tense. 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 – Ingeschakeld Off – Uitgeschakeld

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

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

Try another ID, or tap Show Available IDs to see some suggestions.

Description

The string above makes a reference to the "Show available IDs" push button. In the EN US source, UI options are usually in all lowercase when appearing on their own;

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 "Show Available IDs" appears in title casing.

<u>Translation Strategy</u>

For Dutch, references to UI elements within UI strings should be translated using Sentence case. This means that where the source uses capitals for all words within a UI string, you should capitalize only the initial letter of the first word in the translation.

<u>Translation</u>

Probeer een andere id of tik op Beschikbare id's weergeven om suggesties te bekijken.

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 Dutch 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:

Where in the English source elements may appear in Title Case, please only use sentence case in Dutch. This may apply to the following elements:

- Photo Album Titles (for example: '*Foto's van vakantie Griekenland*'
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card) (for example: '*de hub Personen*', '*de kaart Ik*')

ALL CAPS:

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

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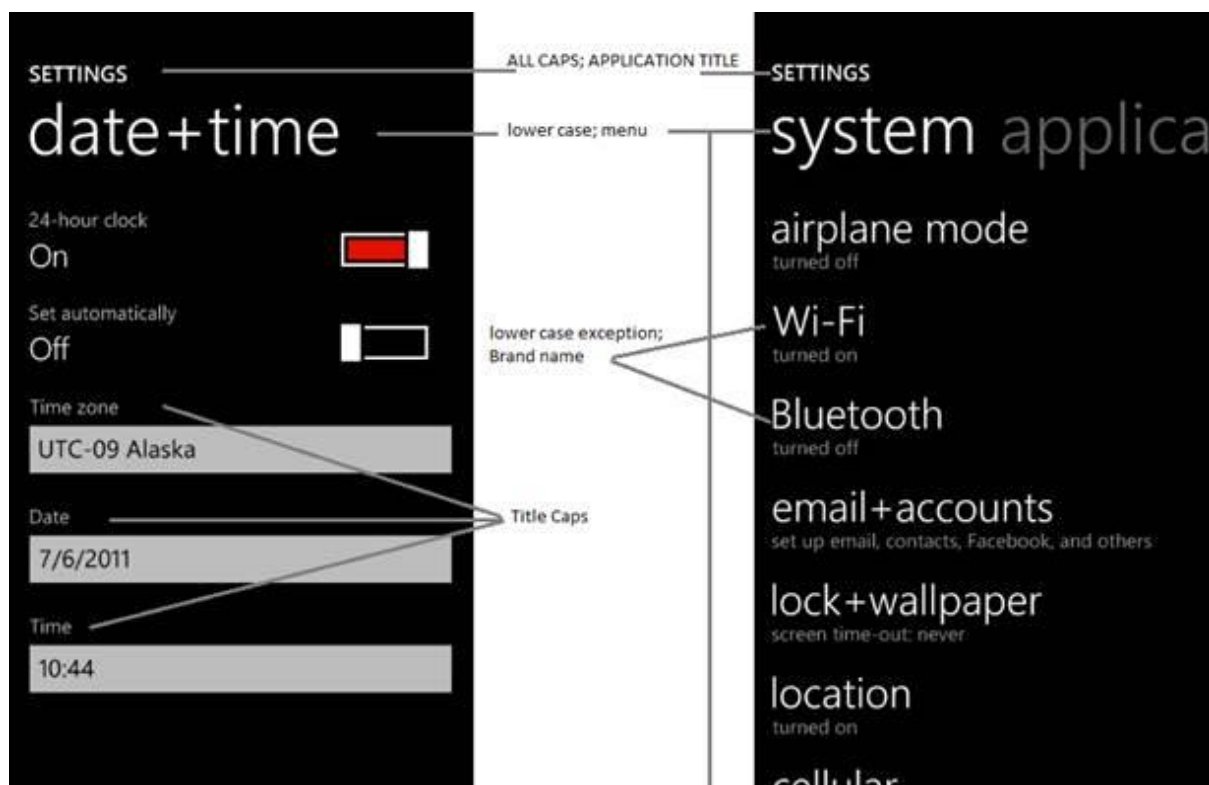
To sum up, all the above product specific capitalization guidelines should be followed during translation into Dutch.

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.
- Avoid the excessive use of interjections ('Oops', 'Sorry', etc.). Some interjections lighten up the tone, but a professional style should be maintained at all times.
- Please use lower case for 'internet'.

For example:

'Oops. We've encoutered a temporary problem.' - 'Oeps. Er is een tijdelijk probleem opgetreden.'

'Sorry, there's a problem with the network.' - 'Er is een probleem met het netwerk.'

Examples:

EN US Source	Incorrect Translation	Correct Translation
Trying to connect…	Bezig met proberen verbinding te maken…	Verbinding maken…
Congratulations! Your setup is complete.	Gefeliciteerd! Uw configuratie is voltooid.	De configuratie is voltooid.
Can't pin	Dit item kan niet worden vastgemaakt.	Kan niet vastmaken

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.

- Use question marks judiciously, same as exclamation points. They work well when a link is phrased as a customer's question.

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

- Use single straight quotation marks.

Examples:

EN US Source	Translation	Comment
Success! Your phone is now connected to the cellular network so you can make phone calls.	Uw telefoon heeft nu verbinding met het mobiele netwerk zodat u kunt bellen.	Instead of using the exclamation mark, an adverb can be used to emphasize. In this particular case 'nu' (from the source term 'now') offers sufficient emphasis. Another example may be replacing 'Sorry!' by the word 'helaas'.
We won't use this info to identify or contact you, and you can turn these features off at any time.	Deze informatie wordt niet gebruikt om u persoonlijk te identificeren of contact met u op te nemen. U kunt deze functies op elk gewenst moment uitschakelen.	The sentence may be easier to read when it is divided into two smaller sentences by adding the full stop.

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 (masculine/feminine 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.

- "All" may be translated as alle/alles. Check for context information about the terms, such as screenshots, instructions, placeholders.

- "New" may be translated as nieuw/nieuwe. Check for context information about the terms, such as screenshots, instructions, placeholders.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Sending…	Bezig met verzenden…	Verzenden… Please use short, concise translations, to avoid truncation.

We couldn't find what you were looking for. Try changing your search criteria.	We hebben niet gevonden wat u zocht. Probeer uw zoekcriteria te wijzigen.	Er zijn geen resultaten voor uw zoekopdracht. Wijzig uw zoekcriteria.

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 Dutch at the following location: http://www.microsoft.com/windowsphone/nl-nl/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 note that the informal second-person pronoun (je, jouw) can be used in marketing projects where the target audience needs to be captivated by a more personal approach.

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.

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 Dutch? 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"/>.
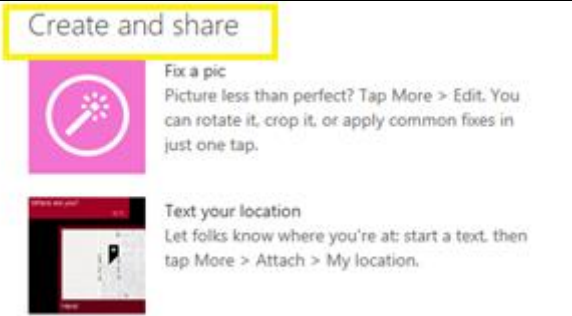
Only the highlighted text is translatable:

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

5.3.2. Topic Titles

Topic titles should be translated using the infinitive sentence structure. Please follow the punctuation of the source. Sentence case should be applied in titles, meaning that only the first word in the title should begin with a capital letter, except when the title contains product names or UI elements. Where possible, try to keep verbs at the end of the title, e.g. '*Installing the program*' - '*Het programma installeren*', rather than '*Het installeren van het programma*'.

Topic title in English	Context	Dutch
Take, edit, and share photos and videos		Use the infinitive verb form. Foto's en video's maken, bewerken en delen

Create and share		Use the infinitive verb form. Maken en delen

5.3.3. References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Dutch, references to UI options should be localized using Sentence case. This means that in Dutch only the first word in the UI element should begin with a capital letter.

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	Tik op **Gesprek beëindigen** om op te hangen	The translation of the UI string follows the English source.
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	Veeg in **Start** naar links naar de lijst met **apps**, tik op **Instellingen** en tik op **E-mail & accounts**.	Please note that the translation of '*App list*' in Dutch has no capitals at all. This particular UI string forms an exception, as in this case a descriptive translation referring to a 'list of apps' is more appropriate than a literal translation, since there is no title '*App*' in the actual list.

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
Wallet
Keep your reward cards, coupons, credit cards, local deals, and memberships in one convenient place on your phone.
Dutch
Portemonnee
Nu vindt u uw klantenkaarten, coupons, creditcards, lokale aanbiedingen en lidmaatschappen op één handige locatie op uw telefoon.

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.

Dutch

Welk nummer is dit?

Leuke muziek die u hoort op de radio of wanneer u ergens onderweg bent, hoeft niet langer een mysterie te blijven. Met Bing Muziek op uw Windows Phone kunt u muziek zoeken die wordt afgespeeld om er meer over te weten te komen, zoals de titel van het nummer, de artiest, het album en manieren om het nummer te beluisteren of te kopen.

Zoeken naar opgenomen muziek die wordt afgespeeld

1. Druk op de zoekknop 🔍 op uw telefoon.
2. Houd uw telefoon bij de luidspreker terwijl de muziek wordt afgespeeld en tik op

   Muziek 🎵.

   Na het scannen worden de titel van het nummer, de artiest, de albumnaam en de afbeelding van de albumhoes weergegeven voor nummers die worden herkend.

3. Tik op Store om het nummer te zoeken in de Xbox Music Store.

   In de Store kunt u een voorbeeld van het nummer en de rest van het album beluisteren en het vervolgens kopen als u wilt.

   Als u een Xbox Music-pas hebt en het nummer beschikbaar is in de Xbox Music Store, kunt u het gehele nummer en andere nummers op het album beluisteren, en nummer downloaden. Zie Muziek en podcasts downloaden uit de Store voor meer informatie.

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 pay particular attention to 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.

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 Dutch accent, e.g.:

- "r" is pronounced the English way, e.g. "Microsoft" is pronounced as "maikrosoft"

- any numbers involved should be pronounced in Dutch, e.g. "Office 2010" is pronounced as "offis tweeduizendtien"

Product or Feature Name	Phonetic Transcription	Pronunciation in Dutch
Windows Phone	/ˈwɪndos fon/	windoos foon
Bluetooth	/blutuθ/	bloetoeth
Bing	/bɪŋ/	bing
Facebook	/ˈfesˌbuk/	feesboek
Microsoft Tag	/maɪkrosɔft tɛg/	maikrosoft tek
Microsoft	/maɪkrosɔft/	maikrosoft
Xbox	/ɪksˈbɔks/	iksboks
Xbox Music Pass	/ɪksˈbɔks ˈmjuzɪk pɛs/	iksboks mjusik pes
Xbox Music	/ɪksˈbɔks ˈmjuzɪk/	iksboks mjusik
Live Tile	/laɪv taɪl/	laif tail
Live Apps	/laɪv ɛps/	laif eps
Data Sense	/ˈdetɑ sɛns/	deeta sens
Twitter	/twɪtər/	twitur
Store	/stɔːr/	stoor