WINDOWS PHONE

STYLE GUIDE FOR GREEK

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 Greek 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

This 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. As the target user is not a teenager, 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 most relevant aspect of the translation is that the users should feel like the system is addressing them directly and personally.

Keep the following general stylistic points in mind:

- Be direct, straightforward and concise.
- Be calm, professional, friendly.
- Use the 2nd person plural syntax in order to address the user in a professional way and in accordance with the Greek rules of politeness.

In keeping with the goal of creating a personal connection between the phone and the user, use the first person plural construction whenever the system addresses the user in connection with, e.g. configuration or setting of the phone. Follow the same structure in Greek to preserve the informal tone of the source and the sense that the phone is speaking to the user. However, if the personal form sounds forced or unnatural, feel free to use an impersonal syntax.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Τώρα, θα σας βοηθήσουμε να ολοκληρώσετε τη ρύθμιση ορισμένων δυνατοτήτων.	In this case please use a personal syntax so as to address more directly the user.
No networks are available right now. Once we get a connection, we'll bring you back here to finish setting up your phone.	Αυτήν τη στιγμή δεν υπάρχουν διαθέσιμα δίκτυα. Όταν εντοπιστεί κάποια σύνδεση, θα επιστρέψετε εδώ, για να ολοκληρώσετε τη ρύθμιση του τηλεφώνου σας.	In this case a personal syntax would be awkward in Greek. Please use an impersonal syntax instead.

Conjunction symbols (such as "&", "+") should be dealt with in accordance with Greek grammar rules. For example, instead of using "&", which is a symbol that is not commonly used in Greek, use the preposition "and". The symbol "+" is also not

commonly used in Greek to replace "and", but as it is part of the Windows Phone UI design language and saves space, it should be used in Windows Phone when it is used in source. Please note that there should be no surrounding spaces around the plus sign.

Examples:

EN US Source	Incorrect Translation	Correct Translation
You haven't yet signed in with a Microsoft account on your phone. So if you already have an account that you use with your Xbox or Music Pass, tap Next and sign in with that. You can always add Hotmail later.	Δεν έχετε πραγματοποιήσει ακόμα είσοδο με λογαριασμό Microsoft στο τηλέφωνό σας. Επομένως, αν διαθέτετε ήδη λογαριασμό που χρησιμοποιείτε στο Xbox ή στο Music Pass, πατήστε "Επόμενο" και πραγματοποιήστε είσοδο με αυτό. Μπορείτε πάντα να προσθέσετε το Hotmail αργότερα.	Δεν έχετε συνδεθεί ακόμα με λογαριασμό Microsoft στο τηλέφωνό σας. Επομένως, αν έχετε ήδη λογαριασμό που χρησιμοποιείτε στο Xbox ή στη συνδρομή Music Pass, πατήστε "Επόμενο" και συνδεθείτε με αυτόν. Μπορείτε να προσθέσετε το Hotmail όποτε θέλετε αργότερα.
Set up your social networks to share updates with your friends.	Ρυθμίστε τα κοινωνικά σας δίκτυα, για να πραγματοποιείτε κοινή χρήση ενημερώσεων με φίλους.	Ρυθμίστε τα κοινωνικά σας δίκτυα, για να κοινοποιείτε ενημερώσεις σε φίλους.
email+accounts	email και λογαριασμοί	email+λογαριασμοί

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. If needed for emphasis or readability, use fragments instead of full sentences or begin a sentence with a conjunction. Use short sentences, which are easier to read. Avoid the use of indefinite articles.

Examples:

EN US Source	Incorrect Translation	Correct Translation
You already have a favorite site saved with this name. Do you	Έχει ήδη αποθηκευτεί μια αγαπημένη τοποθεσία με αυτό το όνομα. Θέλετε να	Έχετε αποθηκεύσει ήδη μια αγαπημένη τοποθεσία με αυτό το όνομα. Θέλετε να την

want to replace it?.	αντικασταθεί;	αντικαταστήσετε;
This page has some inserted files that haven't been downloaded yet. To download them, tap Cancel, tap each file you want to download, and then try sending the email again.	Αυτή η σελίδα περιέχει αρχεία που έχουν εισαχθεί και δεν έχουν ληφθεί ακόμα. Για να πραγματοποιήσετε λήψη τους, πατήστε "Άκυρο", πατήστε τα αρχεία για τα οποία θέλετε να πραγματοποιήσετε λήψη και, στη συνέχεια, δοκιμάστε να στείλετε ξανά το μήνυμα ηλεκτρονικού ταχυδρομείου.	Αυτή η σελίδα περιέχει εισαγμένα αρχεία που δεν έχουν ληφθεί ακόμα. Για να τα κατεβάσετε, πατήστε "Άκυρο", επιλέξτε τα αρχεία που θέλετε να κατεβάσετε και, στη συνέχεια, δοκιμάστε να στείλετε ξανά το email.
Find a friend	Εύρεση ενός φίλου	Εύρεση φίλου

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.	Δεν ήταν δυνατή η εύρεση αντιστοίχισης. **Μετακινηθείτε** αριστερά ή δεξιά για άλλα αποτελέσματα ή δοκιμάστε διαφορετικό όρο αναζήτησης.	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.	Μετράει πόσα κελιά σε μια **περιοχή** έχουν τιμή.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Έλεγχος δεδομένων**	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 Greek, please replace someone@example.com with ioannis@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.
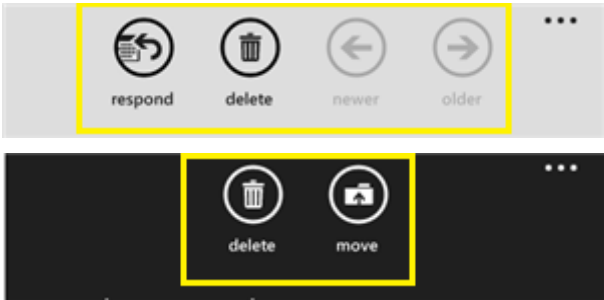
The unit "KB" (kilobyte) should be translated as "KB", keeping the letter "K" in uppercase.
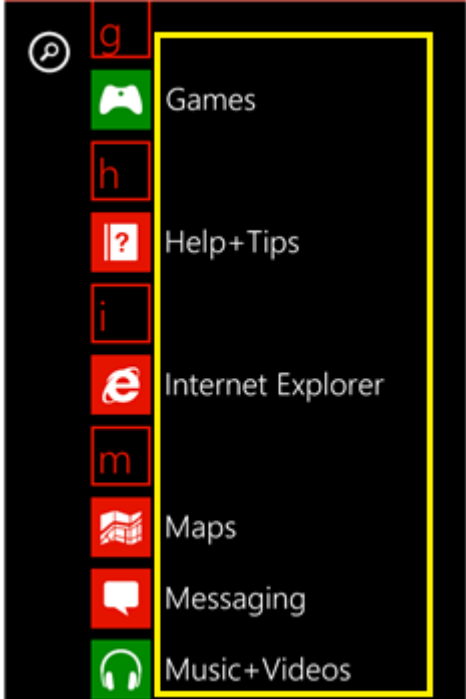
4. Windows Phone UI Localization Guidelines

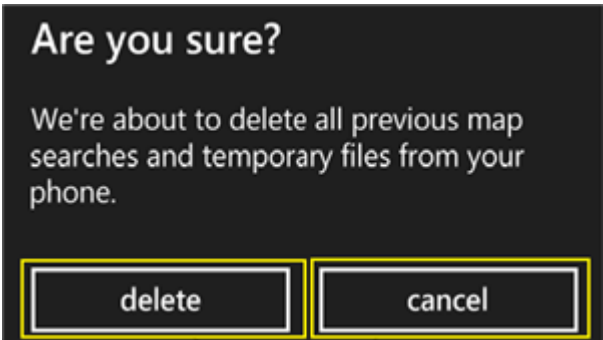## 4.1. How to Translate UI Elements

4.1.1. App Bar Icon

App bar icon	Guidelines
	Wrapping: Yes 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 app bar icons using nouns. Example: delete -διαγραφή

4.1.2. App List Item

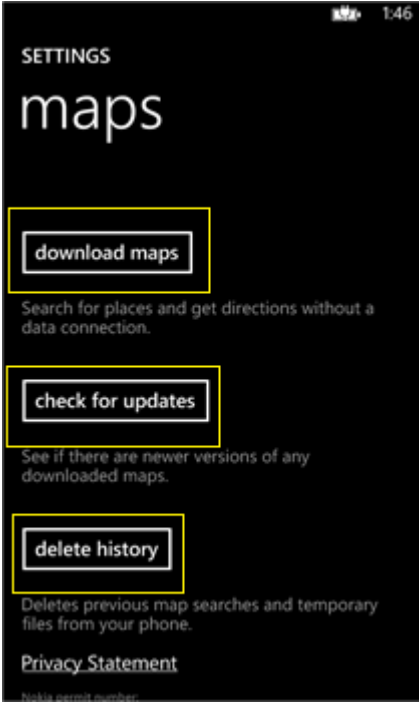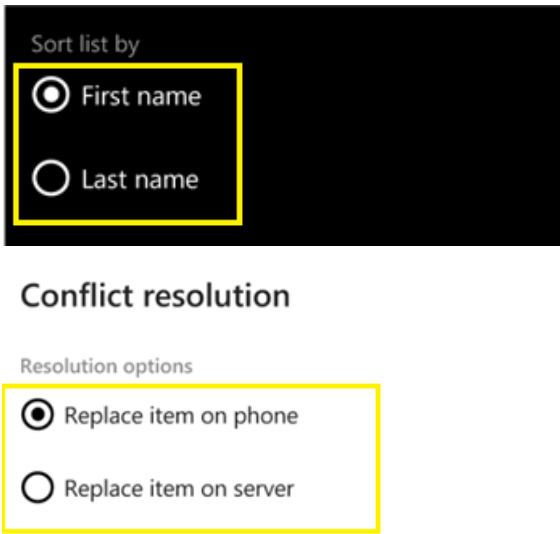| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games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

4.1.3. Buttons

4.1.3.1. Dialog Button

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 both by verbs and nouns using nouns. Examples: - Labels containing verbs: delete - διαγραφή - Labels represented by nouns:

	emergency call - κλήση ανάγκης

4.1.3.2. Push Button

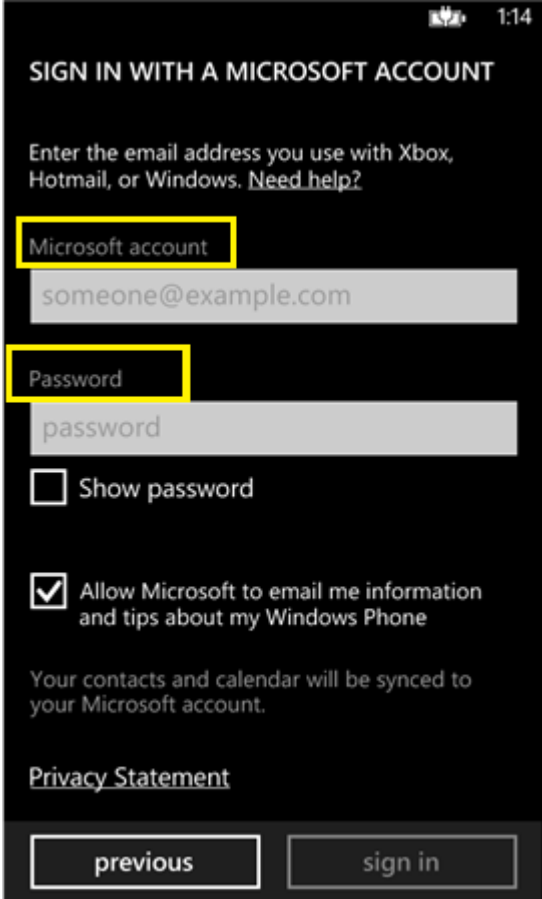| Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented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

4.1.3.3. Radio Button

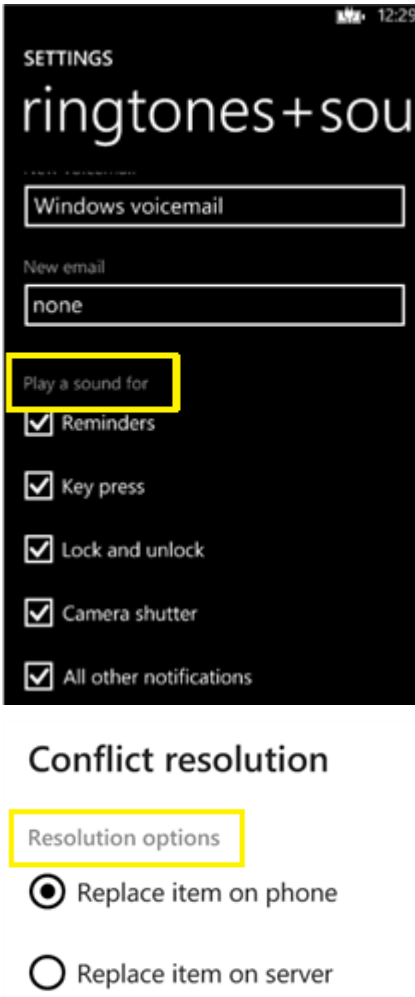| Radio button	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name - Όνομα When the radio button starts with a verb, use noun. Follow the source punctuation. Example: Replace item on phone - Αντικατάσταση στοιχείου στο τηλέφωνο

4.1.4. Check Box Label

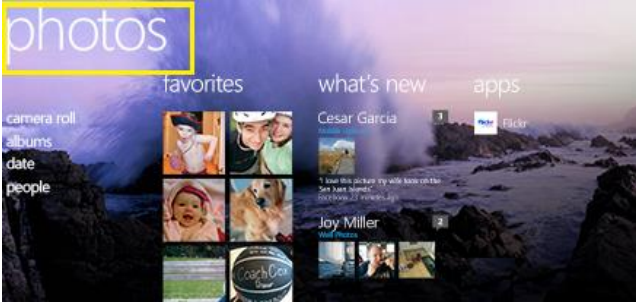| Check box label	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use noun. Follow source punctuation. Example: Use Speech when the phone is locked - Χρήση της δυνατότητας "Φωνητικές εντολές" όταν το τηλέφωνο είναι κλειδωμένο

4.1.5. Edit Box Label

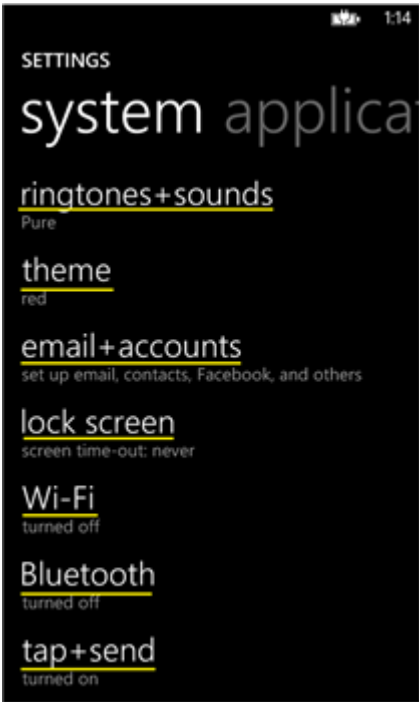| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password -Κωδικός πρόσβασης

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 noun. Examples Play a sound for -Αναπαραγωγή ήχου για When the group label consists of a noun, use noun. Example: Resolution options - Επιλογές επίλυσης

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 - φωτογραφίες

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 - email+λογαριασμοί
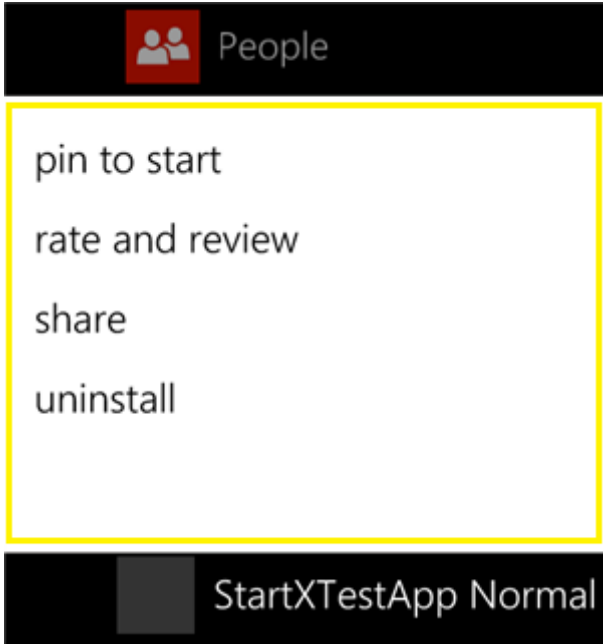
4.1.9. Menu Items

4.1.9.1. Application Menu Item
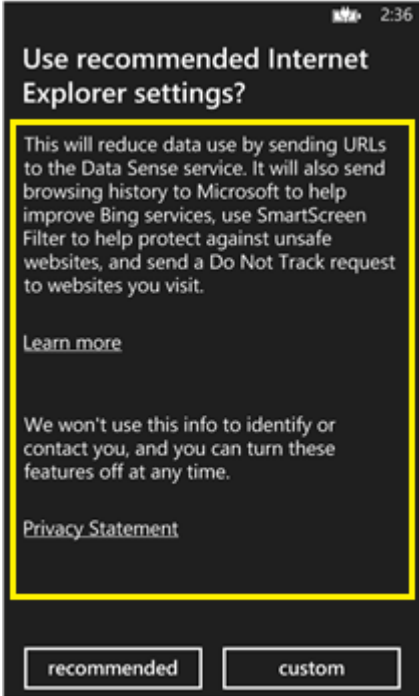
Application menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using noun. Examples: mark as unread - σήμανση "μη αναγνωσμένο"

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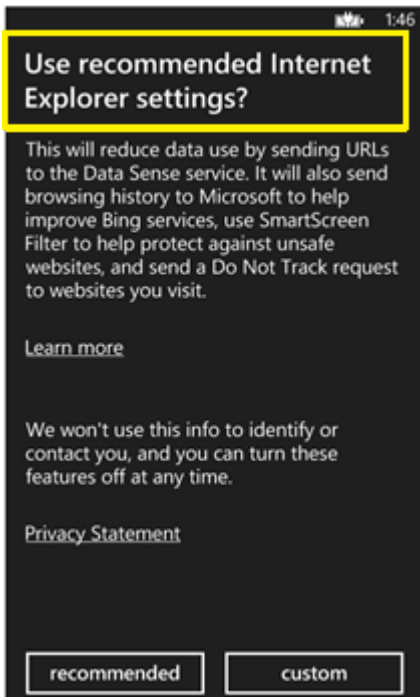
Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using noun. Example: rate and review - αξιολόγηση και κριτική

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
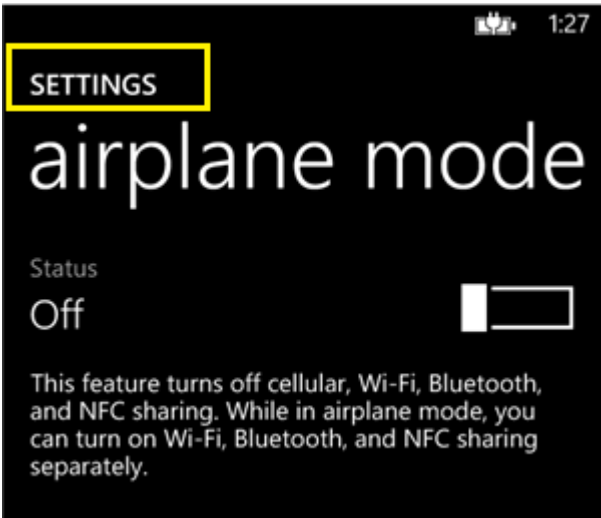
Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use a noun or verb depending on the available space. Example: Use recommended Internet Explorer settings? - Χρήση προτεινόμενων ρυθμίσεων του Internet Explorer; but Turn on cellular connection? - Να ενεργοποιηθεί η σύνδεση κινητής τηλεφωνίας;

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?- **Διαθέσιμο Wi-Fi** Να γίνει σύνδεση;
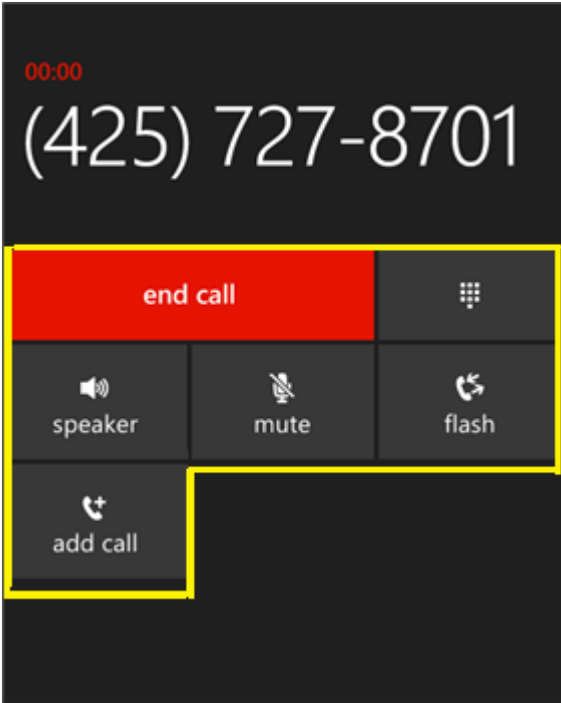
4.1.12.   Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps **Important!** Translate all caps using sentence case for Greek. Example: SETTINGS - Ρυθμίσεις
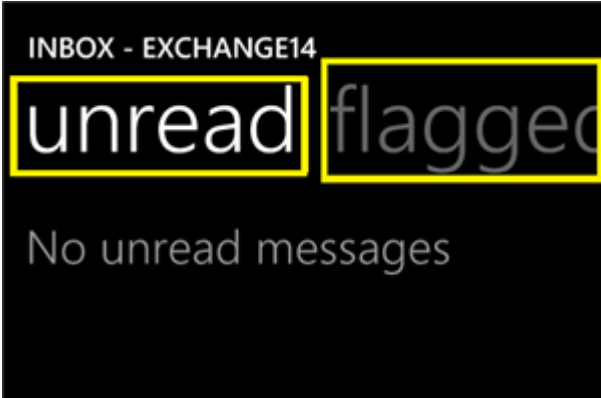
4.1.13.   Pane Section Title

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 - κατηγορίες

4.1.14.   Phone Control Label

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

4.1.15. Pivot Item

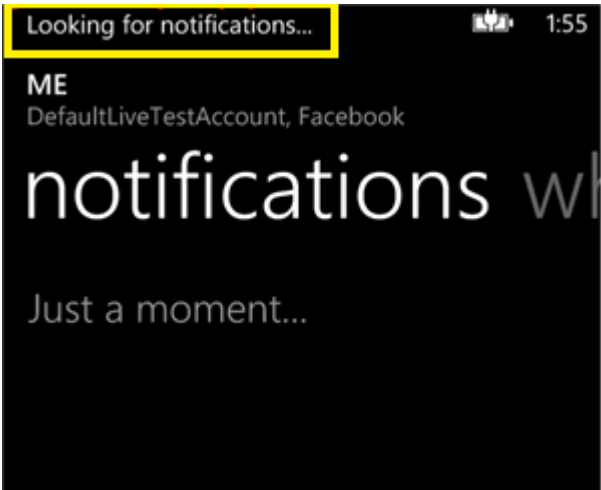| Pivot item	Guidelines
INBOX - EXCHANGE14 unread flagged No unread messages	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two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

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications... 1:55 **ME** DefaultLiveTestAccount, Facebook notifications wh Just a moment...	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using noun syntax. Preserve the ellipsis at the end of the string without any space between the final word and the ellipsis. Example: Looking for notifications... - Αναζήτηση για ειδοποιήσεις...

4.1.17.   Text Box
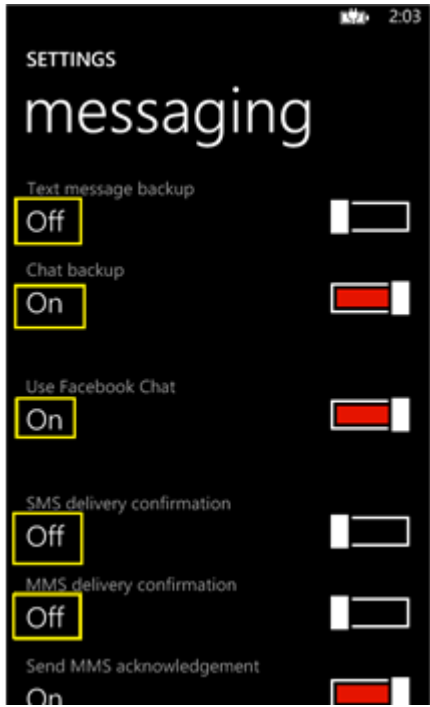
Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using verb. Example: type a message - πληκτρολογήστε μήνυμα

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 - Φωτογραφίες People - Επαφές
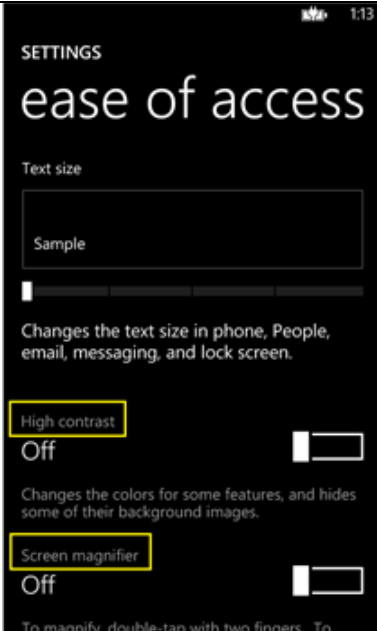
4.1.19.   Toggle Switch

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 neuter singular in all cases. No need to reflect gender and number. 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 – Ενεργό Off - Ανενεργό

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

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" UI option. 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.

Translation Strategy

For Greek, references to UI elements within UI strings should be translated using Sentence case. In case they are not highlighted with special formatting in the English text, UI elements should also be enclosed with quotes. As a result, the translation of the source string in the example above would be as follows.

Translation

Δοκιμάστε κάποιο άλλο αναγνωριστικό ή πατήστε "Εμφάνιση διαθέσιμων ID", για να δείτε ορισμένες προτάσεις.

Note: Please do not include the UI elements in quotes when a path is specified using the symbol > for space economy and a more clean layout.

Example:

Source

There appears to be a problem with your sign-in information.

Tap Fix to go to Settings > Find My Phone.

Translation

Φαίνεται ότι υπάρχει κάποιο πρόβλημα με τις πληροφορίες εισόδου σας.

Πατήστε "Επιδιόρθωση", για να μεταβείτε στη διαδρομή Ρυθμίσεις > Εύρεση του κινητού μου.

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
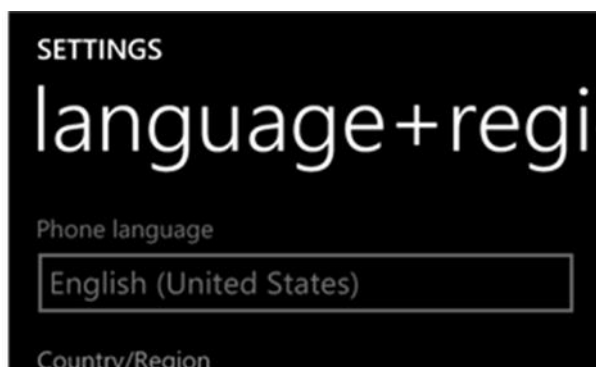
4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Greek follows the source in this respect (except for ALL CAPS strings, described below). 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 in source:

- Photo Album Titles

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

Please AVOID using Title Case in Greek. Please use Sentence case instead.

ALL CAPS:

For those UI elements where the source appears in ALL CAPS, Greek should never follow the English format—but use Sentence case instead. This is due to a technical issue regarding incorrect automatic conversion from lower to uppercase in Greek.

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

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

Examples:
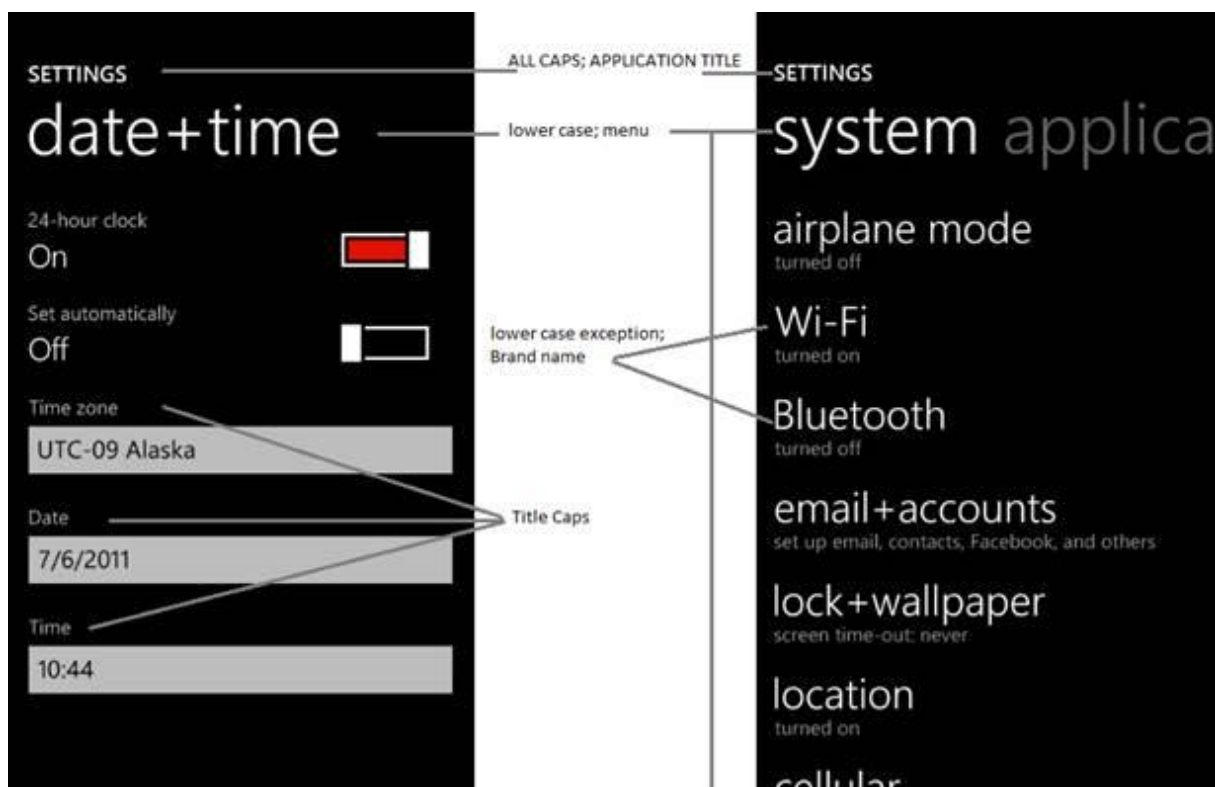
4.5. Words—Show as well as Tell

- 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.

- Usually the interjections (Aha!, Oooops!, etc.) are not localized in Greek. However, in order to preserve the friendly tone of the source, try to translate such words using Greek equivalents when available, but avoid slangy or overly familiar interjections (for example, you can use "Ωχ!", but not "Αμάν!")

Examples:

EN US Source	Incorrect Translation	Correct Translation
Resetting your phone will erase all your personal content, including apps that you purchased and downloaded, and will restore the factory settings. Do you want to continue?	Η επαναφορά του τηλεφώνου σας θα έχει ως αποτέλεσμα τη διαγραφή όλων των προσωπικών σας περιεχομένων, καθώς και των εφαρμογών για τις οποίες πραγματοποιήσατε λήψη και αγορά, και θα επαναφέρει τις εργοστασιακές ρυθμίσεις. Θέλετε να συνεχίσετε;	Η επαναφορά του τηλεφώνου σας θα διαγράψει όλα τα προσωπικά σας περιεχόμενα, καθώς και τις εφαρμογές που αγοράσατε και κατεβάσατε, και θα επαναφέρει τις εργοστασιακές ρυθμίσεις. Θέλετε να συνεχίσετε;
get started	γρήγορα αποτελέσματα	ξεκινήστε

4.6. Punctuation—Divide and Conquer

- <u>Do not use abbreviations!</u>

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

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

- An em dash is used to demarcate an isolated element or to introduce an item that is not essential to the meaning of the sentence. In Greek, it is recommended to replace the em dash by a period, comma or parentheses.

Examples:

EN US Source	Translation	Comment
Due every %1!d! week(s) on %2 effective %4	Προθεσμία: κάθε %1!d! εβδομάδα(ες) %2 από %4	Colon is used in order to split the sentence in two. Otherwise the translation would be very lengthy and awkward.

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.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Done	Ολοκληρώθηκε	Τέλος
unlink	κατάργηση σύνδεσης	κατάργηση

During Mango localization it has been decided to keep certain terms in English due to lack of space. Such issues were spotted during screenshot review of the build and bugs where logged in Product Studio.

Examples:

EN US Source	Original Translation	Shortened Translation
Voicemail	Μήνυμα φωνητικού ταχυδρομείου	Voicemail (Related bug: 72815)
Email	Μήνυμα ηλεκτρονικού ταχυδρομείου	**Note:** For Windows Phone, the English term "email" is used as it is very common and more suitable for content addressed to a younger, technology-savvy audience. (Related bug: 60176)
Ringtone	Ήχος κουδουνίσματος	Ringtone (Related bug: 73837)

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 Greek at the following location: http://www.microsoft.com/windowsphone/el-gr/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 Greek? 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="<mark>Favorites icon</mark>"/>.

Only the highlighted text is translatable:

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

5.3.2. Topic Titles

For topic titles use the nominative form. This makes for easier reading and provides a more uniform style. For example, "Change my gamertag" is translated as "Αλλαγή της ετικέτας παίκτη".

In some cases, though, a verbal form can also be used in order to make the text less formal.

In any case try to ensure stylistic consistency among topic titles.

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

5.3.3. References to UI Elements

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

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	Πατήστε **Τερματισμός κλήσης** για να τερματίσετε την κλήση	The UI element is highlighted so no quotes are required.

On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	Στην οθόνη **Έναρξη**, κινηθείτε προς τα αριστερά στη λίστα **Εφαρμογές**, πατήστε **Ρυθμίσεις** και, στη συνέχεια, πατήστε **Email + λογαριασμοί**.	The UI element is highlighted so no quotes are required.

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
KID'S CORNER 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.
Greek Translation
Παιδική γωνιά Δώστε το τηλέφωνο στα παιδιά σας, χωρίς φόβο και άγχος. Με την Παιδική γωνιά επιτρέπετε στα παιδιά σας την πρόσβαση μόνο σε επιλεγμένες εφαρμογές, παιχνίδια και μουσική, συνεπώς μπορείτε να ηρεμήσετε και να τα αφήσετε να παίξουν. Μπορούν να ανοίγουν μόνα τους την Παιδική γωνιά, ωστόσο η δική σας οθόνη έναρξης, οι εφαρμογές και οι πληροφορίες σας θα προστατεύονται με τον κωδικό πρόσβασης που έχετε ορίσει. Μόνο στο Windows Phone 8.

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.

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.

Greek Translation

Ποιο τραγούδι είναι αυτό;

Δεν θα χρειαστεί να μαντέψετε ξανά ποιο είναι το τραγούδι που παίζει το ραδιόφωνο ή ακούσατε ενώ βρισκόσασταν κάπου έξω. Με την εφαρμογή Μουσική Bing που είναι ενσωματωμένη στο Windows Phone σας, μπορείτε να αναζητήσετε το τραγούδι που παίζει εκείνη τη στιγμή για να μάθετε περισσότερα για αυτό, όπως τον τίτλο του τραγουδιού, τον καλλιτέχνη, το άλμπουμ και τρόπους για να το ακούσετε ή να το αγοράσετε.

Για να αναζητήσετε ένα ηχογραφημένο τραγούδι

1. Πατήστε το κουμπί Αναζήτηση 🔍 στο τηλέφωνό σας.
2. Ενώ παίζει η μουσική, κρατήστε το τηλέφωνο σε ένα σημείο όπου μπορείτε να ακούσετε καθαρά τη μουσική και, στη συνέχεια, πατήστε Μουσική ♪.

   Μετά τη σάρωση, θα εμφανιστεί ο τίτλος τραγουδιού, ο καλλιτέχνης, το όνομα του άλμπουμ και το εξώφυλλο του άλμπουμ για τα τραγούδια που αναγνωρίζονται.

3. Για να βρείτε το τραγούδι στο Xbox Music Store, πατήστε Store.

   Στο Store, μπορείτε να ακούσετε ένα δείγμα αυτού του τραγουδιού, καθώς και των υπόλοιπων τραγουδιών του άλμπουμ και, στη συνέχεια, να το αγοράσετε, εάν θέλετε.

   Εάν έχετε μια συνδρομή Xbox Music Pass και το τραγούδι είναι διαθέσιμο στο Xbox Music Store, μπορείτε να ακούσετε ολόκληρο το τραγούδι και άλλα τραγούδια του άλμπουμ, καθώς και να κατεβάσετε τραγούδια. Για περισσότερες πληροφορίες,

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.