

WINDOWS PHONE

STYLE GUIDE FOR RUSSIAN

Contents

1.	Goals of This Guide.....	3
2.	The Windows Phone Voice	3
3.	Language-Specific Guidelines	4
3.1.	General Tone & Voice—Share the Message	4
3.2.	Style—Help Deliver the Voice.....	5
3.3.	Usage—Sound Natural.....	6
3.4.	Terminology—Be Consistent	7
3.4.1.	Naming Guidelines and Trademark Requirements	8
3.5.	Handling Fictitious Content.....	8
3.6.	Measurements	9
4.	Windows Phone UI Localization Guidelines.....	10
4.1.	How to Translate UI Elements	10
4.1.1.	App Bar Icon	10
4.1.2.	App List Item.....	11
4.1.3.	Buttons.....	11
4.1.4.	Check Box Label	13
4.1.5.	Edit Box Label.....	14
4.1.6.	Group Label.....	15
4.1.7.	Hub Title	16
4.1.8.	List Item in Settings	16
4.1.9.	Menu Items	17
4.1.10.	Message Box.....	18
4.1.11.	Notification Toast	19
4.1.12.	Page Title.....	20
4.1.13.	Pane Section Title	20
4.1.14.	Phone Control Label.....	21
4.1.15.	Pivot Item	21
4.1.16.	Progress Indicator Text.....	22
4.1.17.	Text Box	22
4.1.18.	Tile Label	23
4.1.19.	Toggle Switch.....	24
4.2.	How to Translate References to UI Elements	25

4.3.	Text Overflow	26
4.4.	Capitalization—Mind the Case.....	26
4.5.	Words—Show as well as Tell	28
4.6.	Punctuation—Divide and Conquer.....	29
4.7.	Editing/Screen Review—Fine-Tune the Translation	29
4.8.	Handling Input from External Stakeholders.....	30
5.	Windowsphone.com.....	30
5.1.	General.....	31
5.2.	Terminology.....	31
5.3.	Elements Specific to Windowsphone.com	32
5.3.1.	Image Captions.....	32
5.3.2.	Topic Titles.....	32
5.3.3.	References to UI Elements	33
5.4.	Sample Translations of Windowsphone.com Texts	34
5.4.1.	Marketing Text.....	34
5.4.2.	How-to Text	34
5.5.	Fine-Tuning during Editing/Screen Review.....	36
5.6.	Video Localization	37
5.6.1.	Script Localization.....	37
5.6.2.	Narration (Guidelines for Voice Talents)	38

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Russian 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. As the target user is not a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

The end goal is to provide a complete and consistent experience.

3.2. Style—Help Deliver the Voice

There are two ways of addressing a user directly in Russian—"ты" and "вы".

Whenever you need to address the user, always use the pronoun "вы" ("ваш", "вашего", "вам") as this is the only admitted polite form of addressing someone you don't know in person. These pronouns should not be capitalized. Don't use personal pronouns whenever they are used in English, because in Russian they are less common.

Examples:

EN US Source	Incorrect Translation	Correct Translation	Comment
A problem with your account is preventing us from completing your request.	Проблема с учетной записью мешает выполнить запрос.	Проблема с вашей учетной записью мешает выполнить запрос.	Ваша is necessary to show the user that the problem is connected with his/her own account.
You don't have permission to download this file.	Отсутствует разрешение на загрузку этого файла.	У вас отсутствует разрешение на загрузку этого файла.	Address the user in a personal way and avoid inaccurate translation (the second sentence is too general, it says that it is impossible for anybody to download the file, which may not be true).

Structures using the first person plural ("we") subject are mostly rendered impersonally in Russian. Avoid using the first person plural. However, if the impersonal form sounds forced or unnatural, feel free to follow the first person plural structure. Please note that such cases, if at all present, are still rare.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Давайте завершим настройку.	A friendly and positive tone can be achieved without literal translation and first person plural.

If you connect to Facebook too, we'll include suggestions for things your friends like. Don't worry, we won't post anything for you or share Facebook info with anyone.	Если вы также соединитесь с Facebook, в предложения будет включаться то, что нравится вашим друзьям. Не беспокойтесь, мы не будем публиковать ничего от вашего имени или передавать ваши данные с Facebook третьим сторонам.	In most cases "we" refers to systems and services. In some cases "we" may refer (or there may be reasonable grounds to believe that it refers) to the people, helpdesk staff, etc. In such cases first person plural may be used, if the impersonal form sounds forced or unnatural.
---	--	--

Because of the special style of Windows Phone, translators may face problems with the characters "&" and "+". When these are found in the source, please proceed as follows:

- When you come across an ampersand (&) used in the meaning of "and", always translate as "и". When localizing software, make sure to distinguish the ampersand used in the connective meaning from the ampersand used as a reserved character or text markup symbol (these must be left intact).
- The symbol "+" in the meaning of "and" should be used in the target in the same meaning. When the symbol is placed between two standalone words, do not surround it with spaces.

Examples:

EN US Source	Correct Translation
BROWSER & SEARCH LANGUAGE	ЯЗЫК БРАУЗЕРА И ПОИСКА
pictures+camera	фото+камера

3.3. Usage—Sound Natural

Use the active voice because the passive voice makes the target text more heavy and difficult to read. Use the passive voice only to avoid a wordy or awkward construction; when the action rather than the doer is the focus of the sentence; when the subject is

unknown; or in error messages, when the user is the subject and might feel blamed for the error if the active voice were used.

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). 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.	Найти совпадение не удалось. Проведите влево или вправо, чтобы открыть другие результаты, или измените условия поиска.	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.	Считает ячейки со значениями, находящиеся в диапазоне .	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Контроль данных	This is a Windows Phone specific feature. The approved translation is found in the Windows Phone MultiTerm database.

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 Russian please replace someone@example.com with vladimir@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

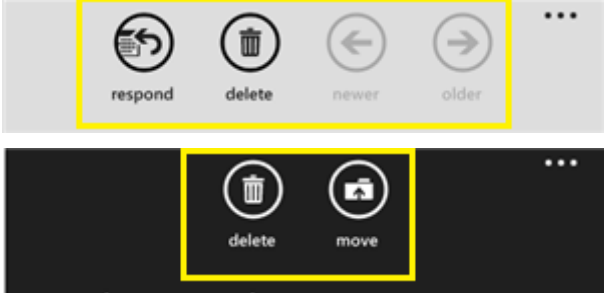
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number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

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

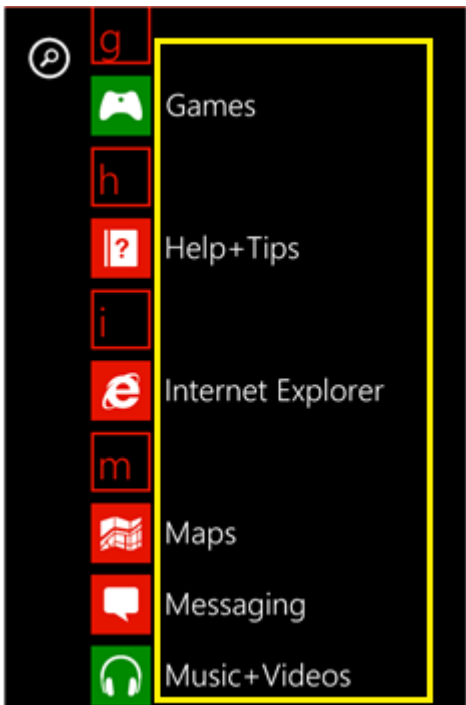
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

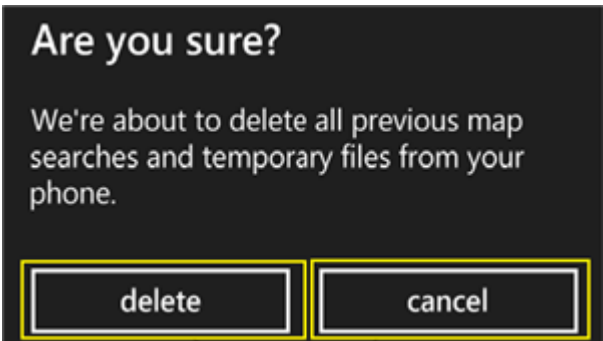
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using the infinitive verb form. It is recommended to use verbs for App bar icon labels whenever reasonably possible.</p> <p>Examples: delete — удалить older — раньше</p>

4.1.2. App List Item

App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>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.</p> <p>Examples: Games — Игры Maps — Карты Messaging — Сообщения</p>

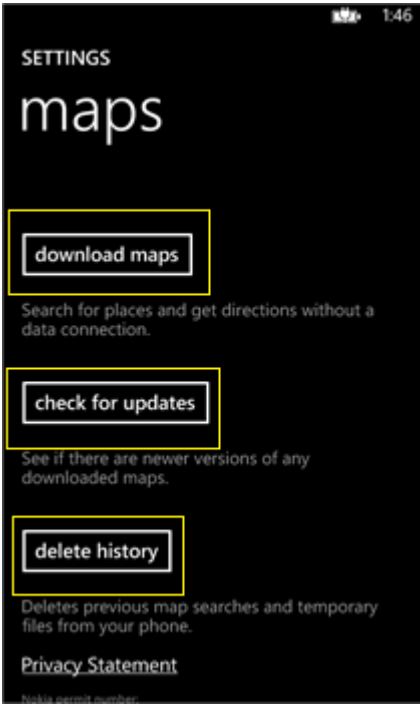
4.1.3. Buttons

4.1.3.1. Dialog Button

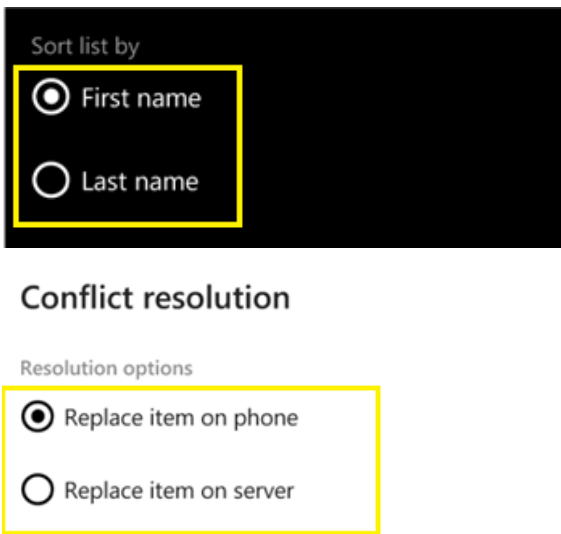
Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive verb form and labels represented by nouns using nouns. Please note that a few verbs may be translated using nouns as an exception, like the one listed below.</p> <p>Examples:</p> <ul style="list-style-type: none">- Labels containing verbs: delete — удалить (translated as verb) cancel — отмена (translated as noun)

	exception) - Labels represented by nouns: store — магазин
--	---


4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the infinitive verb form and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: check for updates — проверить наличие обновлений download maps — скачать карты - Labels represented by nouns: suggestions — предложения

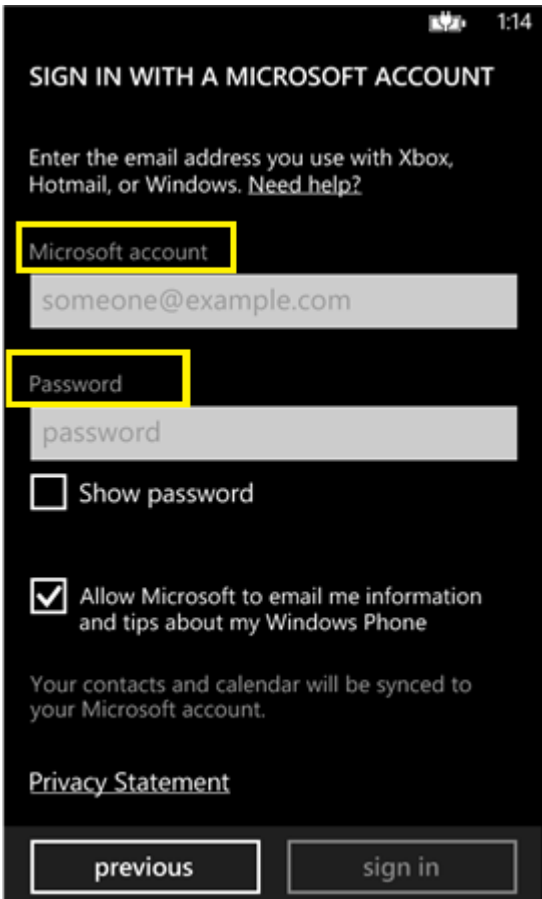
4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p>Conflict resolution</p> <p>Resolution options</p> <p><input checked="" type="radio"/> Replace item on phone</p> <p><input type="radio"/> Replace item on server</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:</p> <p>First name — Имя</p> <p>When the radio button starts with a verb, use the infinitive verb form. Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone — Заменить элемент на телефоне</p>

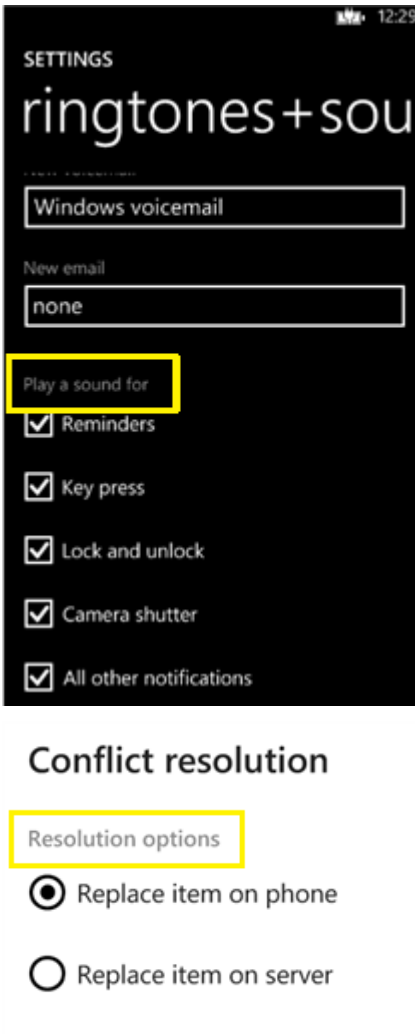
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <p>speech</p> <p>Press and hold the Start button to use Speech.</p> <p><input checked="" type="checkbox"/> Use Speech when the phone is locked</p> <p><input checked="" type="checkbox"/> Play audio confirmations</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>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 verb form. Follow source punctuation.</p> <p>Example:</p> <p>Use Speech when the phone is locked — Использовать голосовые функции при блокировке</p>

4.1.5. Edit Box Label

Edit box label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box.</p> <p>Examples:</p> <p>Password — Пароль</p> <p>Microsoft account — Учетная запись Майкрософт</p>

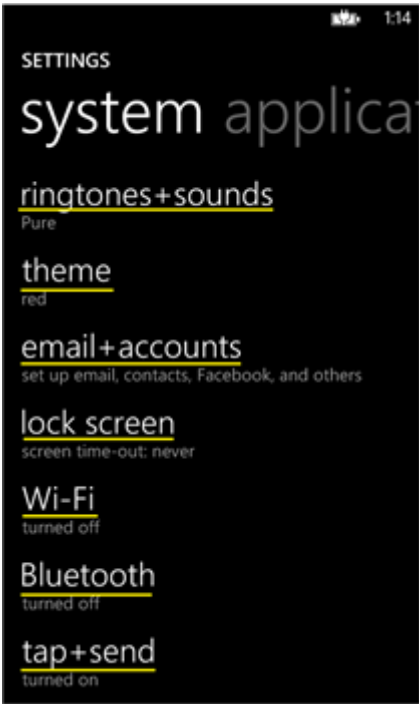
4.1.6. Group Label

Group label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the infinitive verb form.</p> <p>Example: Play a sound for — Воспроизводить звуки для событий:</p> <p>When the group label consists of a noun, use noun.</p> <p>Example: Resolution options — Настройки разрешения</p>

4.1.7. Hub Title


Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>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.</p> <p>Example: photos — фотографии</p>

4.1.8. List Item in Settings

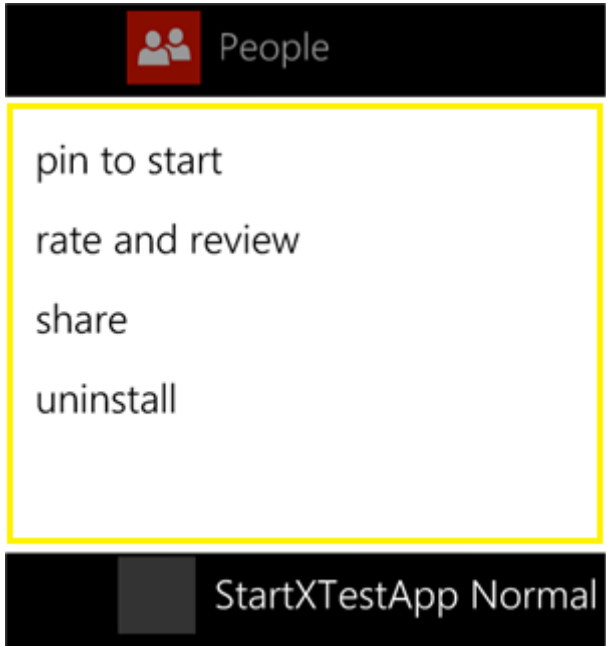
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source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

4.1.9. Menu Items

4.1.9.1. Application Menu Item

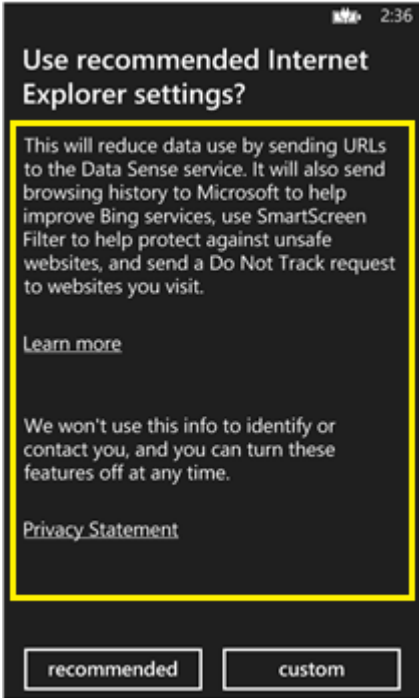
Application menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain an end period. Translate application menu item strings using the infinitive verb form.</p> <p>Examples:</p> <p>mark as unread — пометить как непрочитанное toggle flag — переключить флажок</p>

4.1.9.2. Context Menu Item

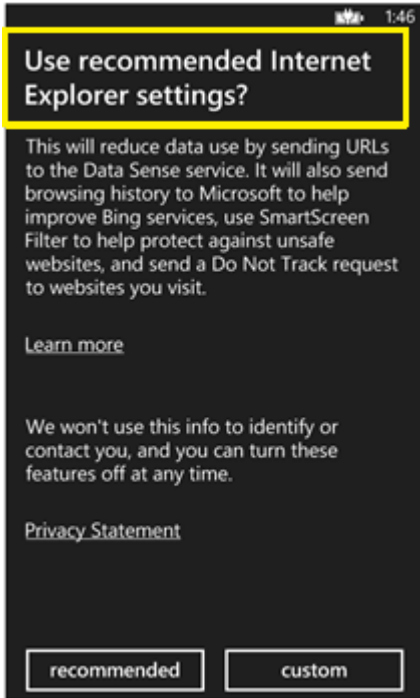
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the infinitive verb form. Please note that, among context menu items, there may be more exceptions (originating from approved terminology lists, subsidiary feedback or other approved sources) to the rule, than is generally found in other categories. Please follow the rule above, unless the item in question is a documented exception from an approved source.</p> <p>Examples:</p> <p>rate and review — оценить и дать отзыв pin to start — на рабочий стол uninstall — удалить</p>

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

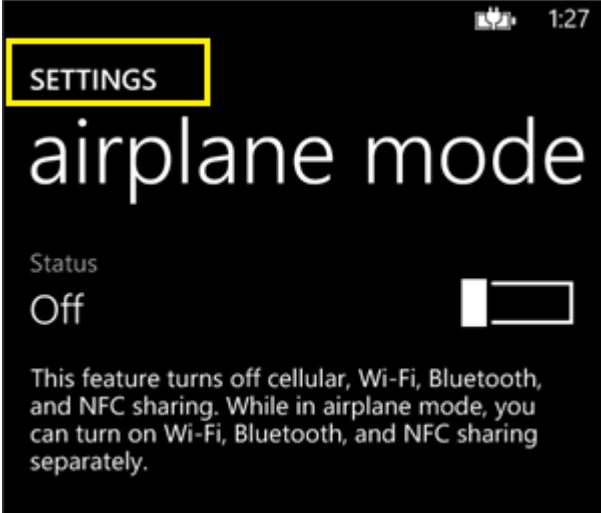
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use the infinitive verb form.</p> <p>Example:</p> <p>Use recommended Internet Explorer settings? — Использовать рекомендуемые настройки Internet Explorer?</p>


4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>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.</p> <p>Example:</p> <p>Wi-Fi available Connect? — Доступны сети Wi-Fi Установить соединение?</p>

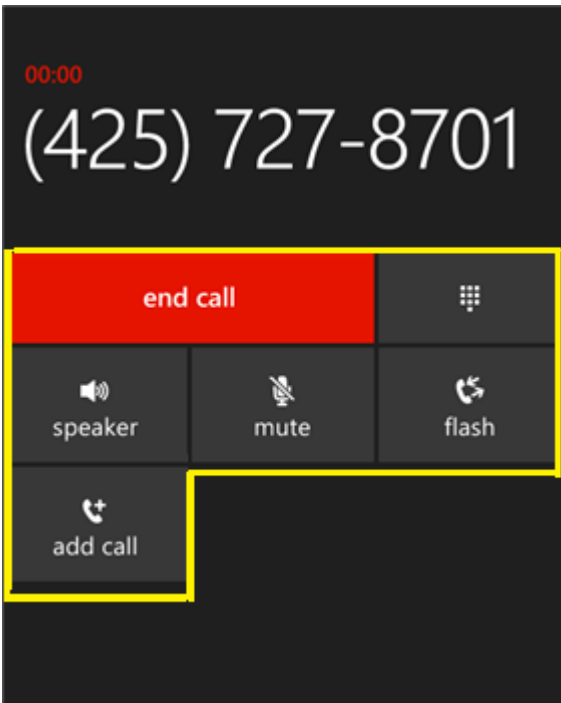
4.1.12. Page Title

Page title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps</p> <p>Example: SETTINGS — НАСТРОЙКИ</p>

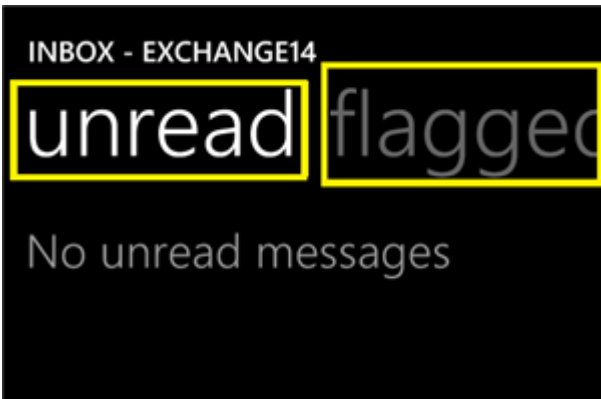
4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>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.</p> <p>Example: categories — категории</p>

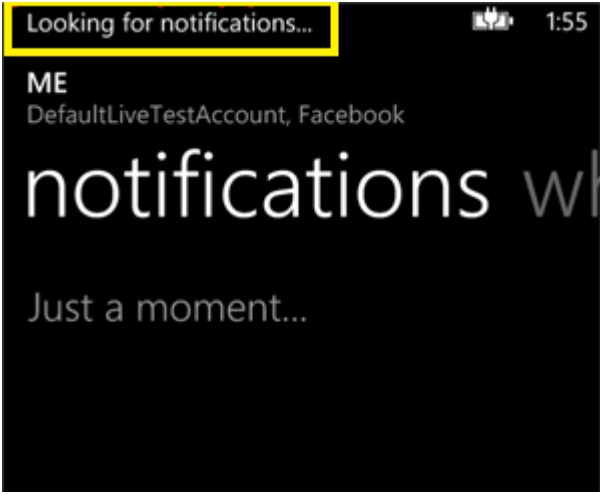
4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as noun.</p> <p>Example: speaker — динамик</p> <p>If the source phone control label contains a verbal form, translate using the infinitive verb form.</p> <p>Example: add call — добавить вызов</p>

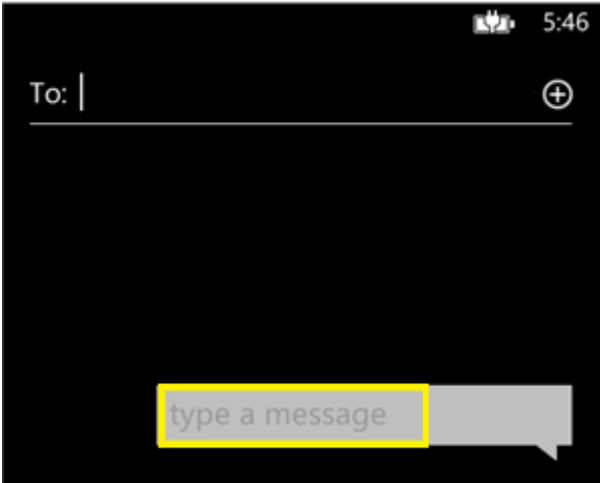
4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>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.</p> <p>Example: unread — неп прочитанные</p>


4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>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 nouns or verbal nouns. The ellipsis should be represented by the form used in the EN US source text (usually 3 consecutive dots (...)). The single character entity (...) should not be used, unless it is used in the source text.</p> <p>Example:</p> <p>Looking for notifications... — Поиск уведомлений...</p>

4.1.17. Text Box

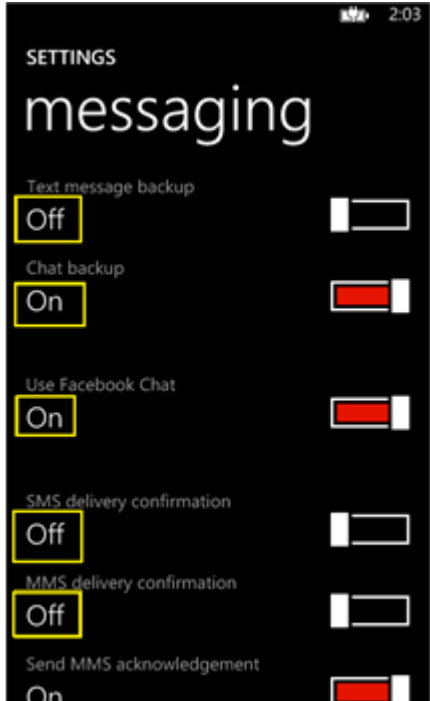
Text box	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using verb in the imperative mood (based on the polite вы-form).</p> <p>Example:</p> <p>type a message — введите сообщение</p>

4.1.18. Tile Label

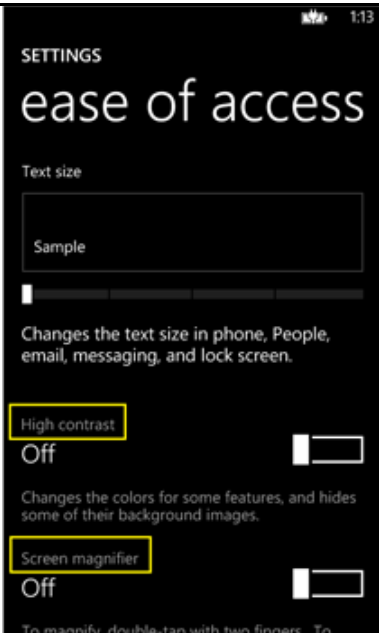
Tile label	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:</p> <p>Photos — Фотографии</p>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

4.1.19. Toggle Switch

4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using universal abbreviated forms of Вкл. (On) and Выкл. (Off), regardless of the gender and number of feature it refers to.</p> <p>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.</p> <p>Examples: On — Вкл. Off — Выкл.</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast — Высокая контрастность</p>

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” 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 not 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 Russian, references to UI elements within UI strings should be translated using Sentence case (only the first word is capitalized) and enclosed in quotes. As a result, the translation of the source string in the example above would be as follows.

Translation

Попробуйте другой ID или коснитесь команды "Показать свободные ID", чтобы просмотреть предлагаемые ID.

4.3. Text Overflow

In some screens, the text flows out of the screen. This is part of the UI design.

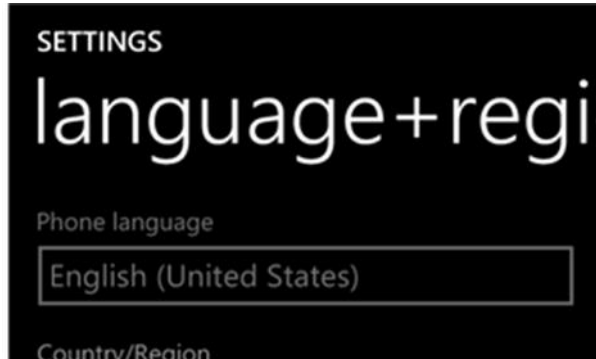
Whether text is allowed to flow out of the screen or not depends on where it appears and what type of control it is.

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 Russian follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

Lowercase:

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

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

- pivots/list titles,
- menu items (application menu, context menu),
- list group titles, check box and radio button group labels,
- rich button/UI words that function as commands,
- panorama title,
- panorama section title,
- keyboard words (except language key),
- list items, list picker,
- push buttons (except Task Message box buttons),
- temporary/example text (example text that appears in a search box),
- link controls (also called inline links; links that are within a set of content),
- phone control labels.

Exceptions:

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

Sentence case:

Please always follow source capitalization when sentence case is applied.

Title Case:

The following UI elements appear in Title Case in source:

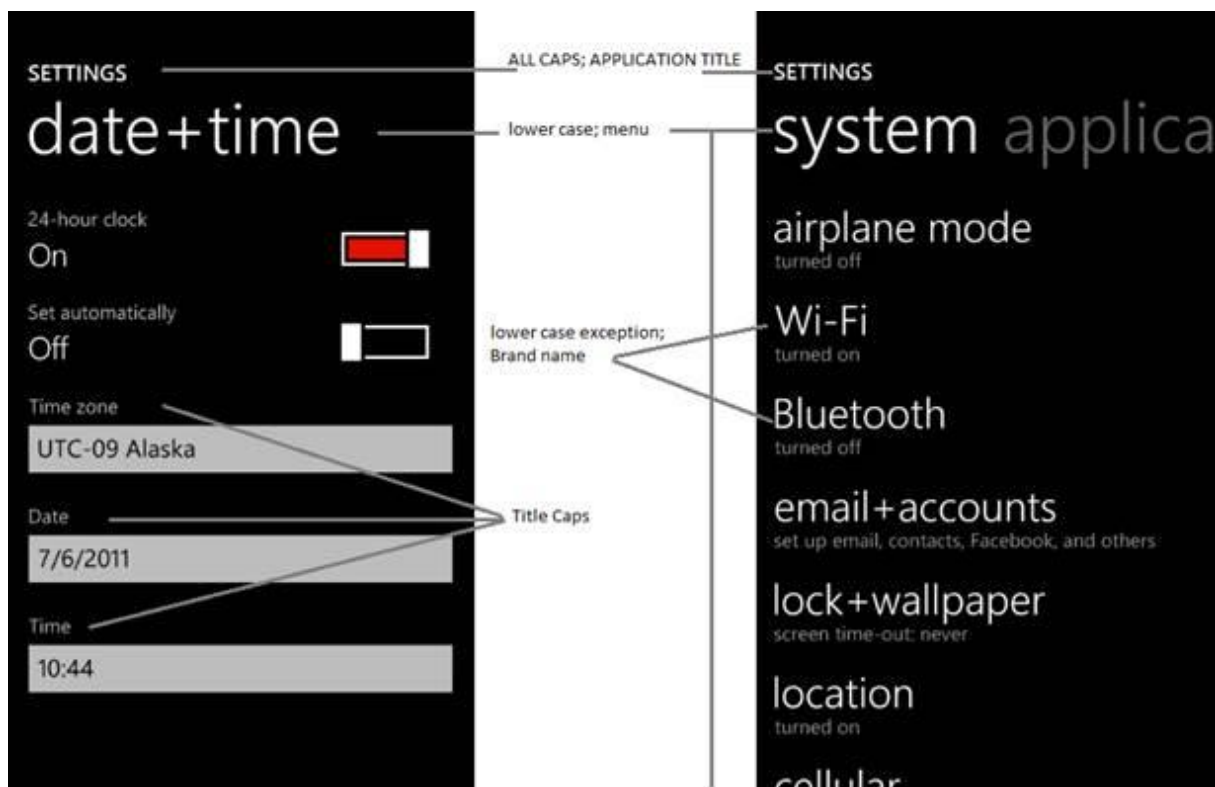
- Photo Album Titles.
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card).

In Russian, only the first word in titles is capitalized, the following words are capitalized only if they are proper nouns or would normally be capitalized when appearing on their own in other contexts.

ALL CAPS:

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 Russian.

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.

- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Please avoid the literal translation of interjections (like Aha!, Oooops!, etc.) and omit them altogether. If they're unavoidable (in case of single-word titles, for example), translate them descriptively in a somewhat less-formal manner.

Examples:

EN US Source	Incorrect Translation	Correct Translation
Oops!	Упс! / Ой!	Проблема!

4.6. Punctuation—Divide and Conquer

- Do not use abbreviations! Abbreviate only units of measurement if using the full form disrupts the grammar (1 КБ).
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.

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

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

- Strings that include redundant words. Unnecessary repetitions should be avoided.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.
- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (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
Off	Отключено	Выключен Выключена Выключено Be sure to check the gender in the context.
Messaging	Обмен мгновенными сообщениями	Сообщения
We hit an unexpected error and the backup failed.	Упс! У нас возникла непредвиденная ошибка и произошел сбой резервного копирования.	Произошла непредвиденная ошибка, сбой резервного копирования.

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 Russian at the following location: <http://www.microsoft.com/windowsphone/ru-ru/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 Russian? 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="значок  
"Избранное"/>.
```

5.3.2. Topic Titles

In English titles of help topics usually begin with the constructions "Do something...", "How to ...", "Working with...", "Using...", etc. When translating these titles, try to use nouns or verbal nouns whenever possible.

Sometimes a title cannot be translated based solely on the source title. Read the topic first, and then translate the title according to what the topic is about.

Topic title in English	Context	Topic title in Russian
Take, edit, and share photos and videos	<p>Photos</p> <p>Photos Hub</p> <p>Take, edit, and share photos and videos</p> <p>Automatically save the photos and videos I take to SkyDrive</p> <p>Sync photos and videos using my computer</p> <p>What are Lenses?</p> <p>Personalize my phone with my photos</p> <p>Take a screenshot</p> <p>Save or delete a photo or video</p> <p>See, tag, and comment on my friends' photos</p>	<p>Use nouns or verbal nouns.</p> <p>Съемка, изменение и отправка фото и видео</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.</p>	<p>Use nouns or verbal nouns. Note that in this case the translation is a bit more contextual.</p> <p>Творчество и обмен идеями</p>

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. In Russian, use sentence case as well, enclose the UI references in quotation marks, and use an appropriate descriptor.

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	Коснитесь кнопки "Завершить", чтобы повесить трубку.	Enclose in quotation marks and use sentence case.

On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	На рабочем столе проведите влево, чтобы открыть список приложений , коснитесь кнопки " Настройки " и перейдите в раздел " Почта+учетные записи ".	The first word of the UI element is capitalized and descriptive nouns are used when appropriate.
---	---	--

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
<h2>Pin things to Start</h2> <p>You can pin just about anything you want to Start: apps, songs, map locations, favorite websites, OneNote notes, contacts, and a lot more. When you pin a contact to Start, you'll get all of that person's feed updates right from that Tile. And it's like speed dial: it takes only two taps to call the person.</p>
RU RU Translation
<h2>Закрепление на рабочем столе</h2> <p>На рабочем столе можно закрепить практически любые элементы: приложения, композиции, местоположение на карте, избранные веб-сайты, заметки OneNote, контакты и многое другое. При закреплении контакта на рабочем столе вы получаете обновления веб-каналов этого человека прямо с помощью данной иконки. Вы также можете использовать ее для быстрого набора: сделайте всего два касания для выполнения телефонного вызова.</p>

5.4.2. How-to Text

EN US Source
<h2>What song is this?</h2> <p>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</p>

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](#).

RU RU Translation

Что это за композиция?

Композиции, которые вы слышите по радио или на улице, больше не потребуется угадывать. Используя Windows Phone, вы можете искать музыку, которую вы слышите, чтобы найти дополнительные сведения о ней — название композиции, исполнителя, альбом и способы приобретения.

Поиск играющей сейчас музыки

1. Нажмите кнопку "Поиск" () на телефоне.
2. Поднесите телефон к источнику звука, чтобы его было слышно как следует, и коснитесь пункта "Музыка" ().

Для композиций, которые удастся опознать, после сканирования отображается название, исполнитель, а также название и обложка альбома.

3. Для поиска композиции в Магазине Xbox Music коснитесь пункта "Магазин".

В Магазине вы можете прослушать часть этой и других композиций из альбома, а затем приобрести их.

Если у вас есть Xbox Music Pass и композиция доступна в Магазине Xbox Music, то вы можете прослушать композиции из альбома целиком и скачать их при желании. Дополнительные сведения см. в разделе [Приобретение музыки и](#)

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.
- Consistency between text in the screenshots and the surrounding text. Since screenshot text may have been translated in different batches/environment or translators might have referred to different versions of the UI, there is a possibility that the windowsphone.com text and screenshot text are not consistent.
- Spacing between text and embedded icons/images. In the translation environment, icons and images are not visible. Instead, these elements are replaced by tags. While translators do know how to work with tags, it is not always possible for them to see the actual output.
- Formatting. Bold, italic, uppercase and lowercase. Check that these match the English version unless it is incorrect in Russian.

5.6. Video Localization

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

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

The creation of localized videos consists of the following parts:

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

5.6.1. Script Localization

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

- Local market fit

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

- Alignment with Windows Phone style guidelines

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

- UI consistency and terminology

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

- Correspondence between the script and video

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

- Length limitations

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

- Persona Deck

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

5.6.2. Narration (Guidelines for Voice Talents)

The narration is governed by the following rules:

- Modulation

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

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

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

- Natural pace (not too fast)

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

5.6.2.1. Pronunciation Guidelines for English Product and Feature Names

During voice recording, please follow these guidelines for pronunciation of product and feature names of English origin. Generally speaking, English terms and product names should be pronounced the English way, with a slight Russian accent, e.g.:

- "r" is pronounced the Russian way, e.g. "Microsoft" is pronounced as "Майкрософт".
- "w" is pronounced as "v".

Product or Feature Name	Phonetic Transcription	Pronunciation in Russian
Windows Phone	/vɪndəʊz fɒn/	Виндоуз Фон
Bluetooth	/bluːtus/	Блютус
Bing	/bɪŋg/	Бинг
Facebook	/feɪsbʊk/	Фэйсбук
Microsoft Tag	/maɪkrəʊsɒft tæg/	Майкрософт Тэг
Microsoft	/maɪkrəʊsɒft/	Майкрософт
Xbox	/ɪksbɒks/	Иксбокс
Xbox Music Pass	/ɪksbɒks mjuːzɪk pɑːs/	Абонемент Иксбокс Мюзик
Xbox Music	/ɪksbɒks mjuːzɪk/	Иксбокс Мюзик
Twitter	/twɪtər/	Твиттэр