

# WINDOWS PHONE

## STYLE GUIDE FOR SWEDISH

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## 1. Goals of This Guide

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This document describes the tone, style and some specific translation instructions which should be used as reference during the Swedish 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

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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

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### 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.

The general tone needs to be accurate, direct, quick, clear, and concise but at the same time enthusiastic and attentive. The style of the translation should be rather informal, straightforward and to the point, concise, clear and professional. The language should not be too colloquial/slangy/trendy, and neither should it include IT/technology jargon.

### 3.2. Style—Help Deliver the Voice

The style is direct and personal.

Use the Swedish form “du” when translating the English word “you”. Avoid using the impersonal “man”.

#### Examples:

EN US Source	Translation
You can use this phone for emergency calls only.	Du kan endast använda den här telefonen för nödsamtal.

When the source uses the first person plural as a voice of the phone speaking to the user, an impersonal structure should be used where it fits better:

#### Example:

EN US Source	Translation
We're having a problem connecting. Try again later.	Ett problem har uppstått med anslutningen. Försök igen senare.

However, sometimes it is also possible to follow the English source.

#### Example:

EN US Source	Translation
We couldn't reset the phone. Try again later.	Vi kunde inte återställa telefonen. Försök igen senare.

This can be done when the purpose is to highlight the friendly and direct tone used in the source text.

Avoid translating the word "please" with "vänligen" or "var vänlig". This does not sound natural in Swedish.

**Examples:**

EN US Source	Translation
We're sorry, but something's gone wrong. Please try again later.	Något har gått fel. Försök igen senare.

The "+" sign in the source text can be kept in the Swedish translation. Do not insert extra space around the "+" sign.

**Examples:**

EN US Source	Translation
photos+camera	foton+kamera
date+time	datum+tid

The "&" character

The general rule regarding the "&" character is to replace "&" with "och" ("and") in the Swedish translation.

### 3.3. Usage—Sound Natural

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

Use active voice and imperative or indicative mood. These forms are easier to understand than the passive voice and subjunctive mood.

**Examples:**

EN US Source	Translation	Comment
We can't deliver your message to %1s! right now, but we'll try again soon.	Det går inte att leverera meddelandet till %1s! just nu, men vi försöker igen inom kort.	Use a friendly and direct tone. "Vi har tyvärr stött på ett problem" is better in this case than "Ett fel har inträffat."
Deleting hidden networks can increase battery life.	Genom att ta bort dolda nätverk kan du förlänga batteritiden.	Use the Swedish construction "Genom att" when translating this kind of sentences (instead of "Att ta bort dolda nätverk...")

To continue using Xbox services, you'll need to go to Xbox.com to update your account.	Om du vill fortsätta att använda Xbox-tjänster måste du gå till Xbox.com och uppdatera kontot.	Avoid using "för att" at the beginning of the sentence when translating the English word "To". It is better to begin the sentence with "Om du vill..."
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### 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 (e.g. Data Sense). In any case, it is extremely important to always confirm localizability of any such items with the project team.

### Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Det gick inte att hitta en träff. <b>Svep</b> åt vänster eller höger om du vill se andra resultat eller prova med ett annat sökord.	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 <b>range</b> have a value.	Räknar hur många celler i ett <b>område</b> som innehåller ett tal.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
<b>Data Sense</b>	<b>Data Sense</b>	This is a Windows Phone specific feature, non-localizable. 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](mailto: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 Swedish, please replace [someone@example.com](mailto:someone@example.com) with [anna@example.com](mailto:anna@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.

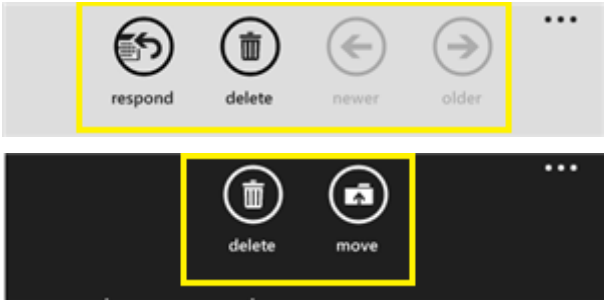
The unit "KB" (kilobyte) should be translated as "kB" with the letter "k" in lowercase.

## 4. Windows Phone UI Localization Guidelines

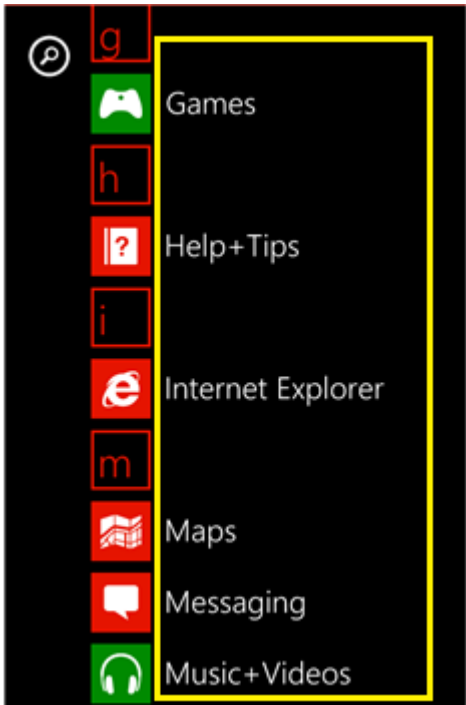
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### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

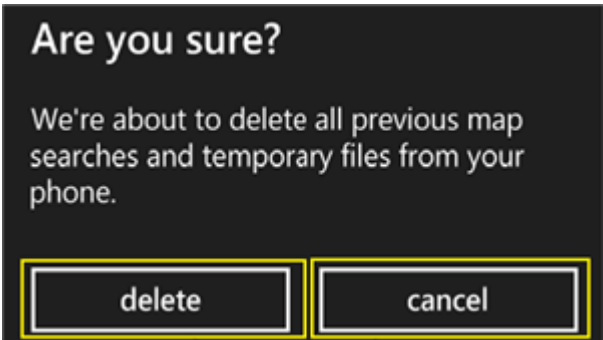
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Use the same part of speech in the translation. Translate verbs using the imperative form.</p> <p>Example: delete – ta bort</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 – Spel Maps – Kartor</p>

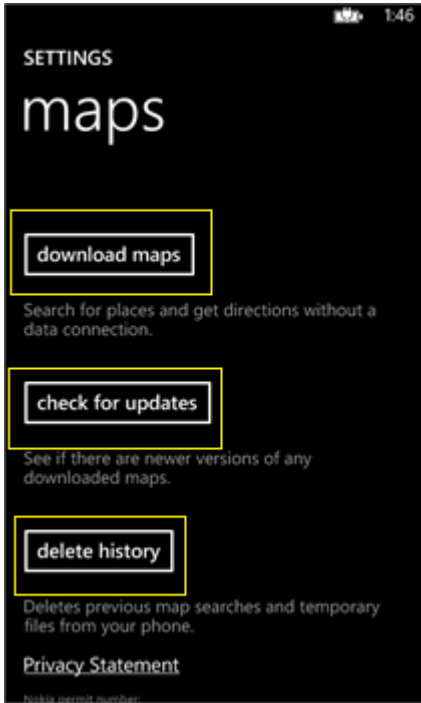
### 4.1.3. Buttons

#### 4.1.3.1. Dialog Button

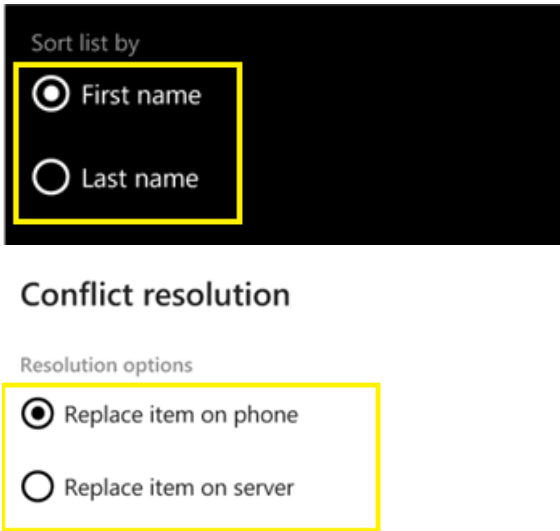
Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the imperative form and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Labels containing verbs: delete – ta bort</li><li>- Labels represented by nouns:</li></ul>

	store – store
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#### 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 imperative form and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs:  check for updates – sök efter uppdateringar</li> <li>- Labels represented by nouns:  suggestions – förslag</li> </ul>

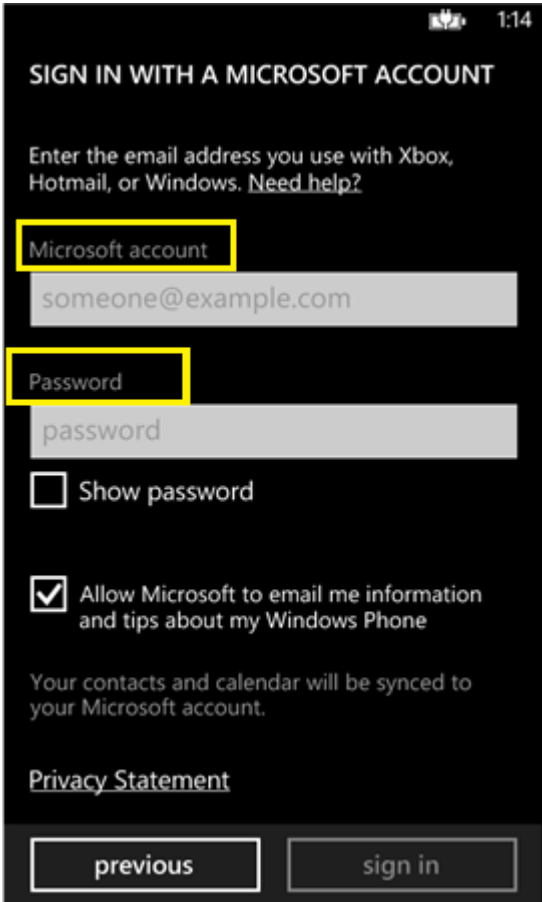
#### 4.1.3.3. Radio Button

Radio button	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 3 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: First name – Förnamn</p> <p>When the radio button starts with a verb, use the imperative form. Follow the source punctuation.</p> <p>Example: Replace item on phone – Ersätt objekt på telefon</p>

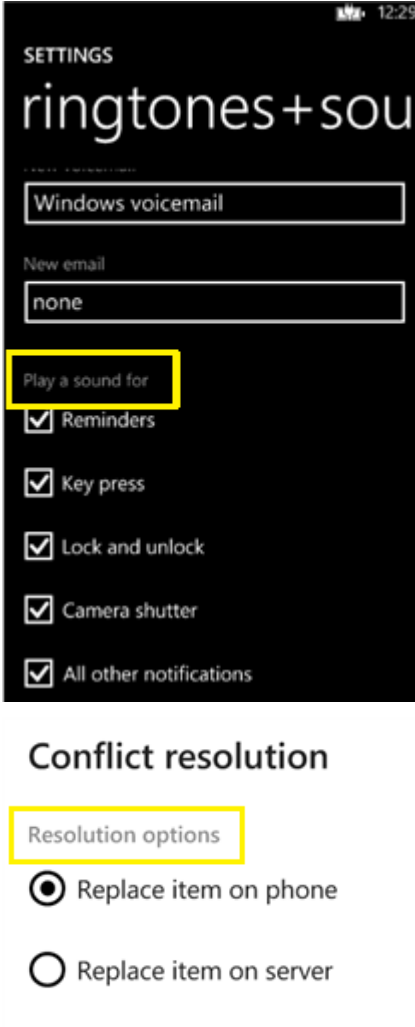
#### 4.1.4. Check Box Label

Check box label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 3 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 imperative form. Follow source punctuation.</p> <p>Example: Use Speech when the phone is locked – Använd Tal när telefonen är låst</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. Example: Password – Lösenord</p>

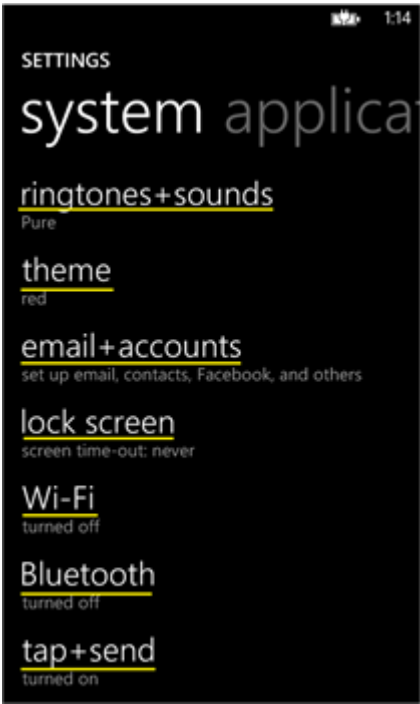
#### 4.1.6. Group Label

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 imperative form.</p> <p>Example: Play a sound for – Spela upp ett ljud för</p> <p>When the group label consists of a noun, use a noun in the translation as well.</p> <p>Example: Resolution options – Lösningalternativ</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 – foton</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 – e-post+konton</p>

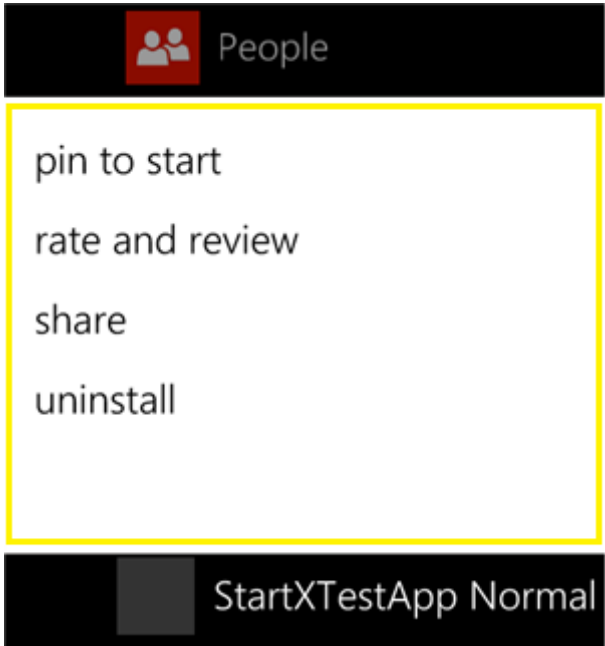


## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

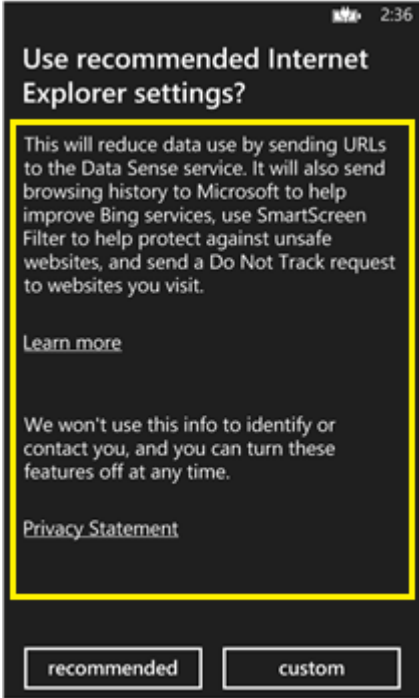
Application menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the imperative form.</p> <p>Example: mark as unread – markera som oläst</p>

### 4.1.9.2. Context Menu Item

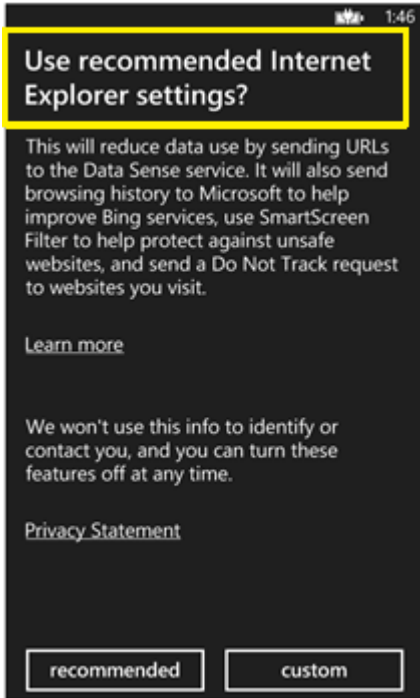
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the imperative form.</p> <p>Example: rate and review – skriv omdöme</p>

## 4.1.10. Message Box


### 4.1.10.1. Message Box Body

Message box body	Guidelines
 <p>The screenshot shows a message box on a dark background. At the top, it says 'Use recommended Internet Explorer settings?'. Below this, a yellow box highlights the main text: 'This will reduce data use by sending URLs to the Data Sense service. It will also send browsing history to Microsoft to help improve Bing services, use SmartScreen Filter to help protect against unsafe websites, and send a Do Not Track request to websites you visit.' Below the highlighted text is a 'Learn more' link. Further down, it says 'We won't use this info to identify or contact you, and you can turn these features off at any time.' Below that is a 'Privacy Statement' link. At the bottom, there are two buttons: 'recommended' and 'custom'.</p>	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p>

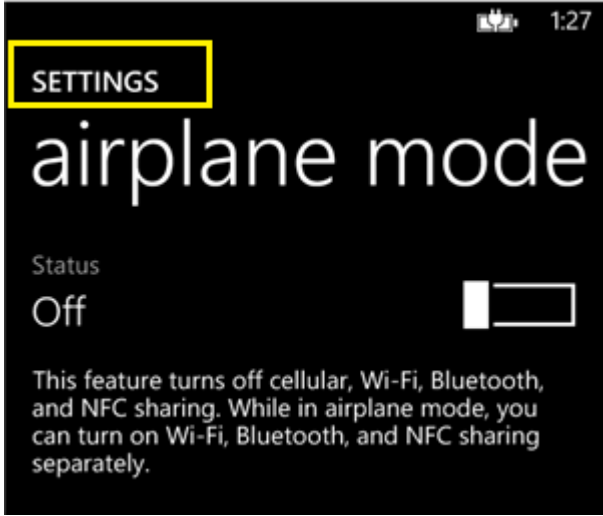
#### 4.1.10.2. Message Box Header

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 starts with a verb, please add a subject to form a complete sentence in translation.</p> <p>Example:  Use recommended Internet Explorer settings?  – Vill du använda de rekommenderade inställningarna i Internet Explorer?</p> <p>Can't send – Det går inte att skicka</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:  <b>Wi-Fi available</b> Connect? – <b>Tillgängliga trådlösa nätverk</b> Vill du ansluta?</p>

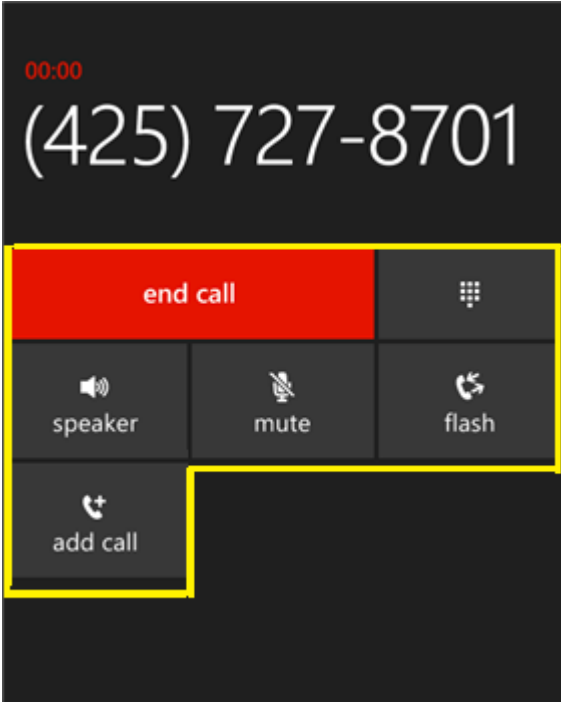
#### 4.1.12. Page Title

Page title	Guidelines
 <p>The screenshot shows the 'airplane mode' settings page. The title 'airplane mode' is prominently displayed in large white text. Above it, the word 'SETTINGS' is highlighted with a yellow box. Below the title, there is a toggle switch for 'Status' which is currently 'Off'. A descriptive paragraph explains that this feature turns off cellular, Wi-Fi, Bluetooth, and NFC sharing, but allows them to be turned on separately.</p>	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All caps</p> <p>Example:  SETTINGS – INSTÄLLNINGAR</p>

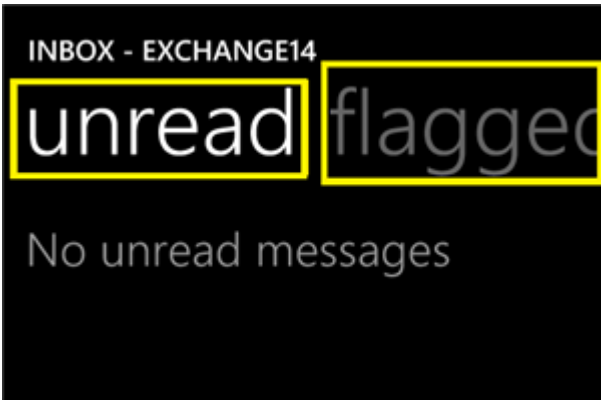
#### 4.1.13. Pane Section Title

Pane section title	Guidelines
 <p>The screenshot shows the Windows Phone Start screen. Two pane section titles are highlighted with yellow boxes: 'categories' and 'spotlight'. The 'categories' pane lists various app categories like 'all', 'entertainment', 'music + video', etc. The 'spotlight' pane shows various app tiles like 'Gmail', 'IMDb', 'eBay', etc.</p>	<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 – kategorier</p>

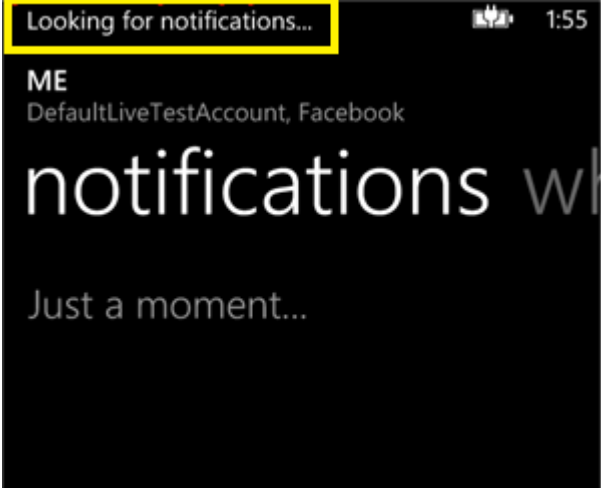
#### 4.1.14. Phone Control Label

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 – högtalare</p> <p>If the source phone control label contains a verbal form, translate using the imperative form.</p> <p>Example:  add call – lägg till samtal</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 – olästa</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 a verb in the present tense, and do <i>not</i> insert a space before ellipsis (to avoid problems with line breaks and truncation).</p> <p>Example:  Looking for notifications... – Söker efter aviseringar...</p>

#### 4.1.17. Text Box

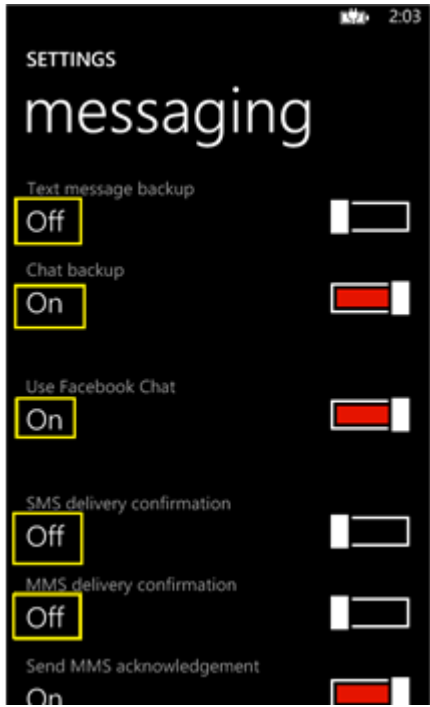
Text box	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.  Translate using the imperative form.</p> <p>Example:  type a message – skriv ett meddelande</p>

#### 4.1.18. Tile Label

Tile label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 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: Photos – Foton People – Kontakter</p>

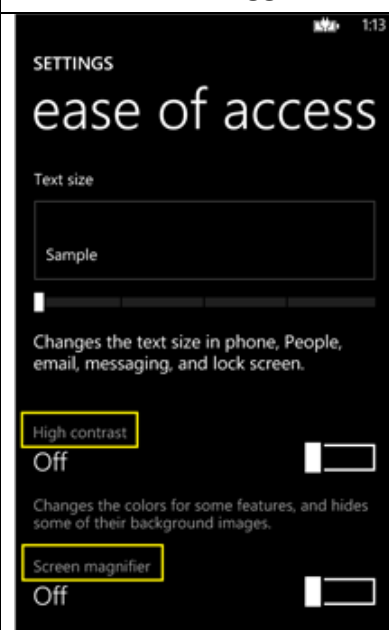
## 4.1.19. Toggle Switch

### 4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
 A screenshot of the Windows Phone 'messaging' settings screen. The background is dark with white text. At the top, it says 'SETTINGS' and 'messaging'. Below are several toggle switches, each with a label to its left and a switch control to its right. The labels are: 'Text message backup' (Off), 'Chat backup' (On), 'Use Facebook Chat' (On), 'SMS delivery confirmation' (Off), 'MMS delivery confirmation' (Off), and 'Send MMS acknowledgement' (On). The 'Off' and 'On' labels are highlighted with yellow boxes. The switch controls are white with a red bar indicating the current state.	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings using Av/På.</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 – På Off - Av</p>



#### 4.1.19.2. *Toggle Switch Title*

Toggle switch title	Guidelines
 A screenshot of the Windows Phone 'ease of access' settings. The title 'ease of access' is at the top. Below it, there's a 'Text size' section with a slider and a 'Sample' text box. Further down, there are two toggle switches: 'High contrast' and 'Screen magnifier', both currently set to 'Off'. The 'High contrast' toggle is highlighted with a yellow box, and the 'Screen magnifier' toggle is also highlighted with a yellow box. The background is dark with white text.	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast – Hög kontrast</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

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

#### Description

The string above makes a reference to the “sign in” push button. In the EN US source, push buttons are in all lowercase when appearing on their own as standalone UI options; however, when there is a direct reference to these elements in UI messages, English does not use lowercase, but title casing instead, i.e. the 1<sup>st</sup> letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

### Translation Strategy

For Swedish, references to UI elements within UI strings should be translated using sentence case. As a result, the translation of the source string in the example above would be as follows.

### Translation

Kontrollera att e-postadressen och lösenordet är korrekt och tryck sedan på Logga in.

## 4.3. Text Overflow

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

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

For example, some text that is not part of the user interface (generated by a user or coming from an external server) can overflow out of the screen.

Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

### **Examples:**

Control—Label with Title1Style



#### 4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Swedish 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 general rule is that in Swedish 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.

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

**Examples:**

People Hub—Hubben Kontakter

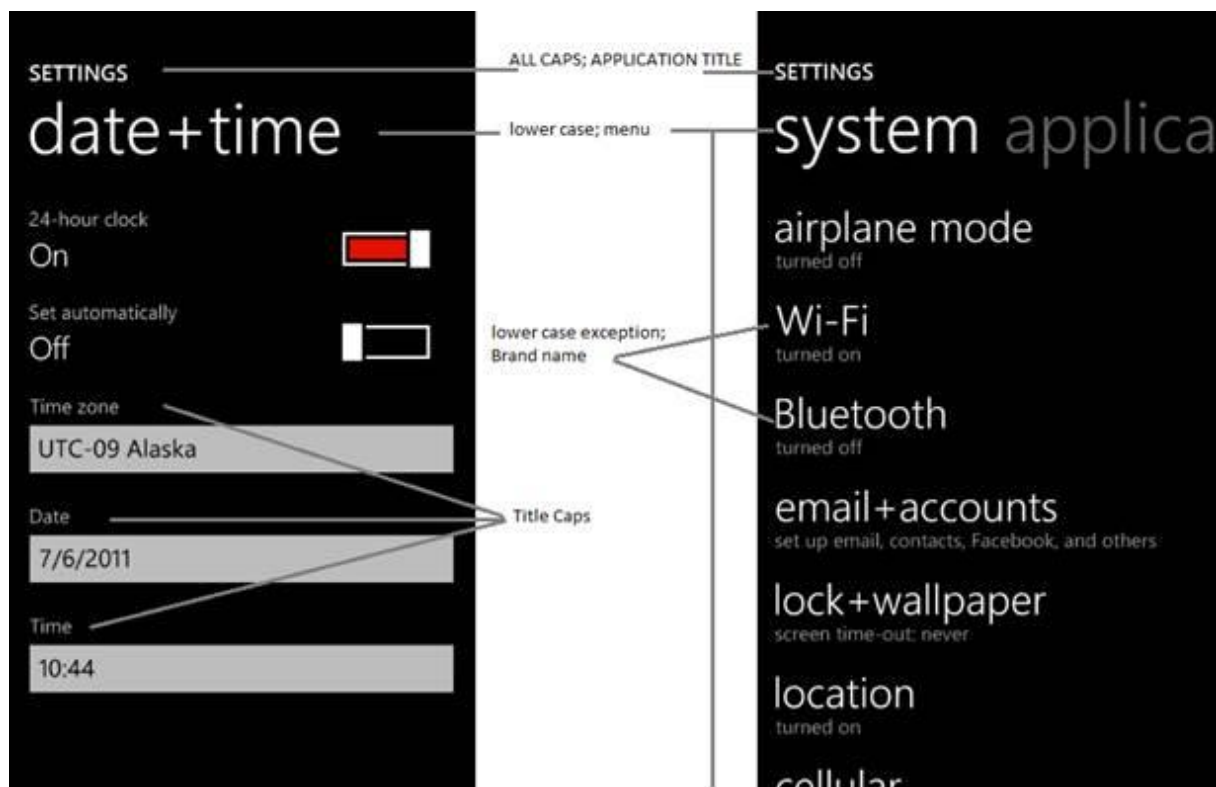
Me Card—Kortet Jag

**ALL CAPS:**

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

## Examples:



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

### 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.
- Interjections (such as Aha! Ooops!, etc.) can be translated with expressions such as "Hoppsan!", "Oj då!" or "Tyvärr!". However, if no such expression is appropriate in the context, the interjection can be omitted in Swedish.

## Examples:

EN US Source	Translation	Comment
You don't have any apps that are running in the background.	Du har inga appar som körs i bakgrunden.	Do not use: "Du har inga applikationer som körs i bakgrunden."
We couldn't reset the phone. Try again later.	Vi kunde inte återställa telefonen. Försök igen senare.	Do not use: "Det uppstod ett problem när vi skulle försöka återställa telefonen. Försök igen vid ett senare tillfälle."

## 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 marks. Choose stronger words.
- Like exclamation marks, question marks should be used judiciously.
- An em dash adds fluid emphasis—and it's more casual than a colon.

### Examples:

EN US Source	Translation	Comment
...and we've found them!	...inställningarna har hittats.	Sometimes it is better to omit the exclamation point
With OneNote, you can make lists, record voice notes, and collect images, then share them with your family and access them from anywhere, even your home computer.	Med OneNote kan du skapa listor, spela in röstanteckningar och samla bilder, som du sedan kan dela med din familj och få tillgång till var som helst – även från din hemdator.	Sometimes an em dash can add fluidity.

## 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 (gender 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
Do you really want to cancel your friend request?	Vill du avbryta kompisförfrågan?	Redundant words (like “really”) should be left out
We’re sorry, but something’s gone wrong. Please try again later.	Något har gått fel. Försök igen senare.	Redundant words (like “please”) should be left out

## 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

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Please explore the already published windowsphone.com pages for Swedish at the following location: <http://www.microsoft.com/windowsphone/sv-SE/default.aspx>.

### 5.1. General

The language used in Windowsphone.com is intended to make the user feel that this is a system they can depend on. The overall style should be perceived as sincere, enthusiastic, balanced and supportive. The text is intended to be casual and full of energy, with simple, easy-to-understand explanations.

The rules concerning the general style and tone of the user interface also apply to the Windows Phone website. This contributes to a consistent look and feel perceived by any user working with the device and browsing the website.

Please refer to [The Windows Phone Voice](#) section for more information about the individual rules.

### 5.2. Terminology

The same terminology used for translating the Windows Phone user interface must be applied in the Windows Phone website. UI options must be referenced precisely, as any mismatched terminology might confuse the user and make the website less coherent.

To reiterate, please take into account the guidelines already provided in [this section](#) as regards vocabulary choices on this project.

Also, please note that there is some key terminology specific to the windowsphone.com component. Translations for these terms can be found in the Windows Phone MultiTerm database.

Other aspects to take into account:



**Rigid term-to-term approach:** Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—"Can that sound awkward or incorrect in Swedish? 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="ikonen  
Favoriter"/>.
```

#### 5.3.2. Topic Titles

Please follow the style of the source. If the source uses an imperative, use the imperative in the translation as well. If the source uses present participle, use the infinitive form (without "att") in target.

Topic title in English	Context	Swedish
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 the infinitive form.</p> <p>Ta, redigera och dela foton och videoklipp</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More &gt; 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 &gt; Attach &gt; My location.</p>	<p>Use the infinitive form.</p> <p>Skapa och dela</p>

### 5.3.3. References to UI Elements

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

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Du avslutar genom att trycka på <b>Avsluta samtal</b> .	Sentence casing used, same as in English.

On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	Gå till <b>startskärmen</b> , svep åt vänster till listan <b>Appar</b> , tryck på <b>Inställningar</b> och sedan på <b>E-post + konton</b> .	Sentence casing used, same as in English.
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## 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>KID'S CORNER</h2> <p>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.</p>
Swedish Translation
<h2>Barnhörnan</h2> <p>Lämna över telefonen utan att få panik. I Barnhörnan får dina barn endast tillgång till den musik och de appar, spel och videor som du själv väljer. Så det är bara att luta dig tillbaka och låta dem leka. De kan öppna Barnhörnan själva men startskärmen, appar och information är skyddade med ett lösenord som du anger. Nu kan dina barn spela Angry Birds utan att samtidigt skicka e-post till din arga chef.</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 playing to find out more about it, such as the song title, artist, album, and ways to listen to or</p>

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](#).

### Swedish Translation

#### Vilken låt är detta?

Låtar du hör på radion eller när du är ute och rör på dig, behöver inte vara ett mysterium längre. Med din Windows Phone kan du söka efter musik som spelas och ta reda på mer om den, till exempel låttitel, artist, album och olika sätt att lyssna på eller köpa den.

#### Så här söker du efter inspelad musik som spelas upp

1. Tryck på knappen Sök  på telefonen.
2. Medan musiken spelas upp håller du telefonen där du hör musiken tydligt och trycker på .

När du har skannat visas låttiteln, artist, albumnamn och albumets omslagsbild för låtar som känns igen.

3. 3.Om du vill hitta låten på Xbox Music Store trycker du på Store.

I Store kan du förhandsgranska låten och övriga låtar i albumet och sedan köpa dem om du vill.

Om du har ett Xbox Music Pass och låten är tillgänglig i Xbox Music Store kan du lyssna på hela låten och andra låtar på albumet och därefter ladda ned dem. Mer information finns i [Hämta musik, videoklipp och podcasts från Store](#).

## 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.