

# WINDOWS PHONE

## STYLE GUIDE FOR NORWEGIAN

### 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 .....	6
3.4.1. Naming Guidelines and Trademark Requirements .....	8
3.5. Handling Fictitious Content.....	8
3.6. Measurements .....	8
4. Windows Phone UI Localization Guidelines.....	9
4.1. How to Translate UI Elements .....	9
4.1.1. App Bar Icon .....	9
4.1.2. App List Item.....	10
4.1.3. Buttons.....	10
4.1.4. Check Box Label .....	12
4.1.5. Edit Box Label.....	13
4.1.6. Group Label.....	14
4.1.7. Hub Title .....	15
4.1.8. List Item in Settings .....	15
4.1.9. Menu Items .....	16
4.1.10. Message Box.....	17
4.1.11. Notification Toast .....	18
4.1.12. Page Title.....	19
4.1.13. Pane Section Title .....	19
4.1.14. Phone Control Label.....	20
4.1.15. Pivot Item .....	21
4.1.16. Progress Indicator Text.....	21
4.1.17. Text Box .....	22
4.1.18. Tile Label .....	22
4.1.19. Toggle Switch.....	23
4.2. How to Translate References to UI Elements .....	24

4.3.	Text Overflow .....	25
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 .....	30
4.8.	Handling Input from External Stakeholders.....	30
5.	Windowsphone.com.....	31
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.....	35
5.6.	Video Localization .....	36
5.6.1.	Script Localization.....	36
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 Norwegian 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, closer to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content.

Use the spoken language as a guideline, but be careful not to get too colloquial—avoid slang, as it is always limited to smaller social groups (e.g. age groups, professional groups etc.).

### 3.2. Style—Help Deliver the Voice

#### Keep to the point.

The spoken language is a good guideline. Use short sentences. Avoid longwinded explanations.

#### Keep it short.

Remember that a phone screen is small, so the text needs to be as short as possible.

NOTE: Do not use abbreviations with periods. Try to find a shorter word or phrase instead. Use pronouns or other pro-words where appropriate for better fluency, even when the English uses product names or full noun phrases repeatedly in consecutive sentences.

#### **Example:**

EN US Source	Incorrect Translation	Correct translation
Couldn't find the template "%s".	Kunne ikke finne malen %s.	Finner ikke malen %s.

The source text uses the characters "&" and "+" instead of "and". Normally these signs are avoided in Norwegian, but "+" is part of the Windows Phone UI design vocabulary and saves space, so it should be used. Please add spaces around the plus sign in the translation. Avoid "&" unless space limitations require it.

#### **Examples:**

EN US Source	Translation
see+do	se + opplev

photos+camera	bilder + kamera
---------------	-----------------

### Be direct.

Use the imperative form in guidelines and commands. Use "du", not "Du" or "De".

Avoid repeating yourself. Do not let the end user feel underestimated.

Messages that use the first person plural as a "voice" of the phone speaking to the user can be translated following the English structure:

EN US Source	Translation
Now we'll help you finish setting up a few things.	Nå skal vi hjelpe deg med å sette opp telefonen din.

## 3.3. Usage—Sound Natural

Use the active voice as a general rule, not the passive. This will also help avoid redundancy and improve the fluency of the text.

### **Example:**

EN US Source	Incorrect Translation	Correct Translation
Can't save contact	Kontakten kan ikke lagres	Kan ikke lagre kontakt

## 3.4. Terminology—Be Consistent

Use terminological options which are easy to understand, up to date and in line with the terminology used by competitors. The focus should not be on following Microsoft standard terminology, but rather on researching and identifying those terms most widely used within the mobile industry of your target country.

Always refer to the Windows Phone terminology as priority no. 1. Please note that approved translations for Windows Phone key terms are to be found in the Windows Phone MultiTerm database.

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets, etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

Microsoft standard terminology should be used in conjunction with other Microsoft products (Xbox, Internet Explorer, etc.) as secondary source of reference. As part of your terminology research, always check what is used in other products in TRES and TermStudio.

If needed, please provide feedback on Windows Phone terminology you feel is incorrect (but please do not attempt to change approved terminology before receiving confirmation from the project team).

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

### Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	Ingen treff. <b>Sveip</b> mot venstre eller høyre for andre resultater, eller prøv et annet søkeord.	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.	Teller hvor mange celler i et <b>område</b> som har en verdi.	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>Datasensor</b>	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

### 3.4.1. Naming Guidelines and Trademark Requirements

Please follow Windows Phone Naming Guideline and Trademark Requirements provided separately.

## 3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

[Someone@example.com](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 Norwegian, please replace [someone@example.com](mailto:someone@example.com) with [morten@example.com](mailto:morten@example.com).

## 3.6. Measurements

The EN US source contains measurements in strings such as:



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

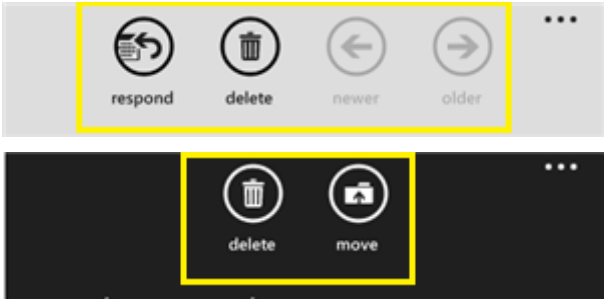
Regardless of the spacing in source, please add a blank space between the value (a placeholder like “%s” in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number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

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

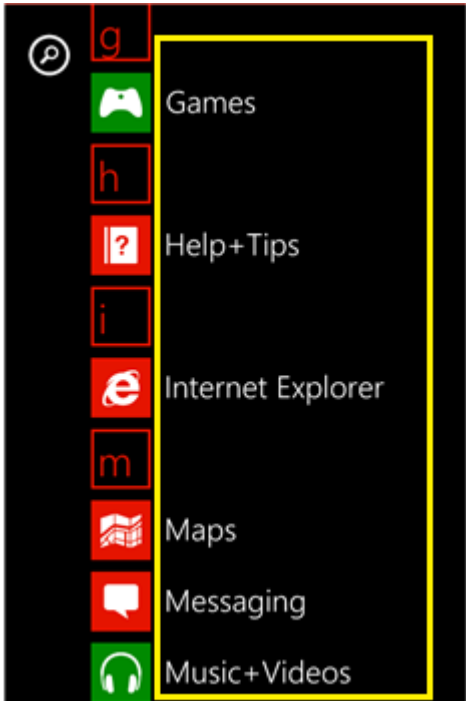
## 4. Windows Phone UI Localization Guidelines

### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

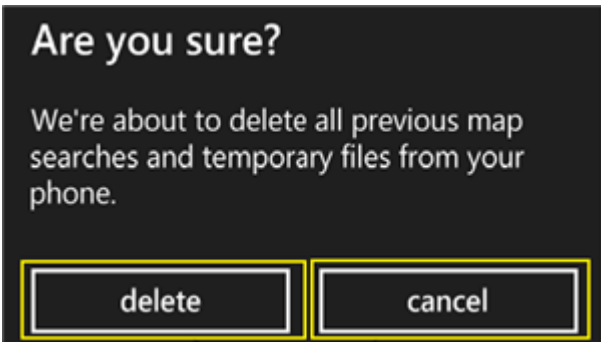
App bar icon	Guidelines
	<p>Wrapping: Yes  Number of lines allowed: 2  Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</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 imperative form.</p> <p>Example:  delete - slett</p>

### 4.1.2. App List Item

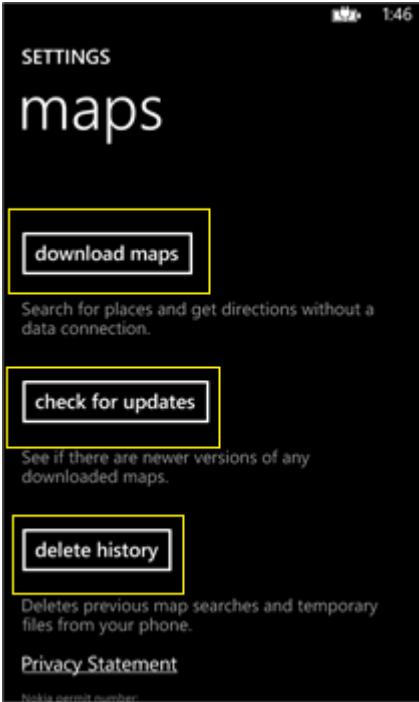
App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such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

### 4.1.3. Buttons

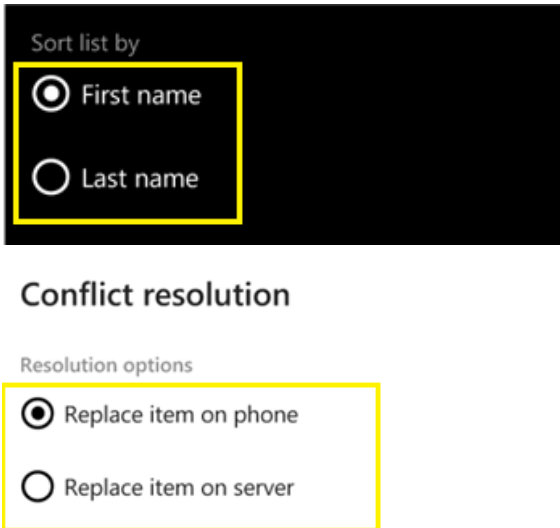
#### 4.1.3.1. Dialog Button

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 following the source form.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Labels containing verbs: delete - slett</li><li>- Labels represented by nouns: store - store</li></ul>


#### 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 following the source form.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>- Labels containing verbs:  check for updates - se etter oppdateringer</li> <li>- Labels represented by nouns:  suggestions - forslag</li> </ul>

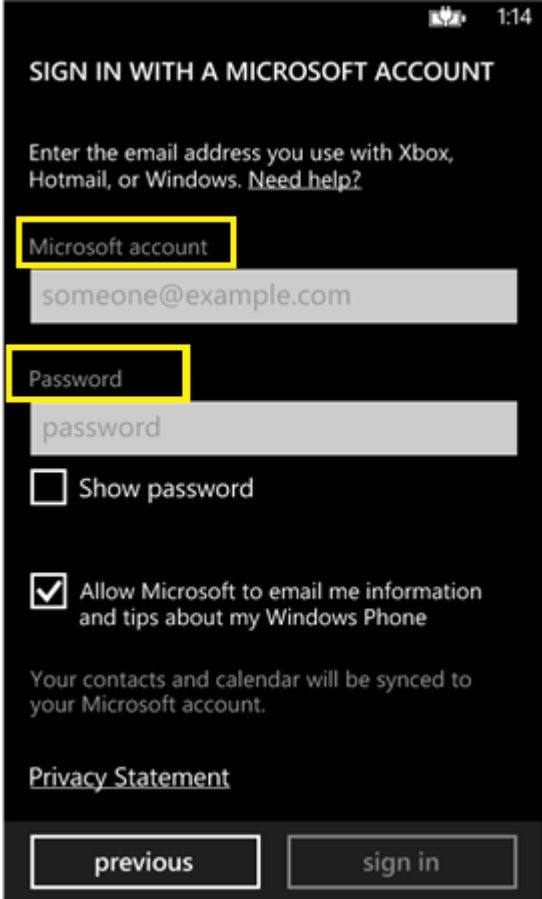
#### 4.1.3.3. Radio Button

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 - Fornavn</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 - Erstatt element på mobil</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 the imperative form. Follow source punctuation.</p> <p>Example: Use Speech when the phone is locked -Bruk Tale når telefonen er 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 -Passord</p>

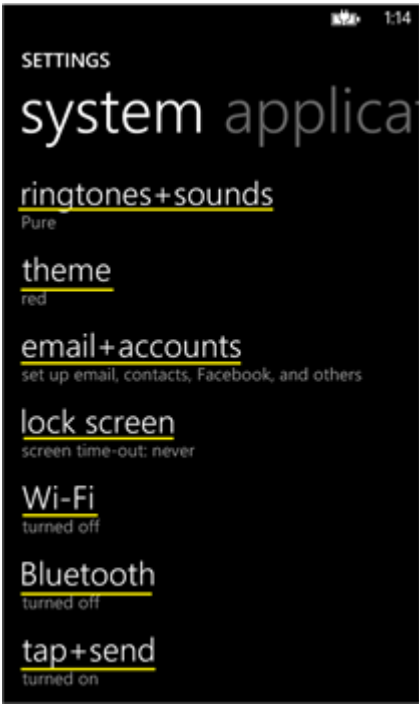
#### 4.1.6. Group Label

Group label	Guidelines
 <p>SETTINGS ringtones+sou</p> <p>Windows voicemail</p> <p>New email none</p> <p>Play a sound for</p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Reminders</li><li><input checked="" type="checkbox"/> Key press</li><li><input checked="" type="checkbox"/> Lock and unlock</li><li><input checked="" type="checkbox"/> Camera shutter</li><li><input checked="" type="checkbox"/> All other notifications</li></ul> <p>Conflict resolution</p> <p>Resolution options</p> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Replace item on phone</li><li><input type="radio"/> Replace item on server</li></ul>	<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>Examples Play a sound for - Spill av en lyd for</p> <p>When the group label consists of a noun, use the same form as the source.</p> <p>Example: Resolution options - Løsningsalternativer</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 - bilder</p>

#### 4.1.8. List Item in Settings

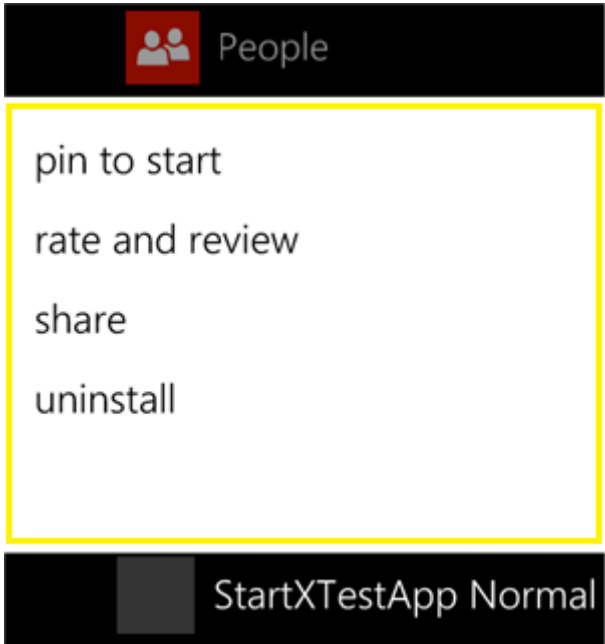
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No  Number of lines allowed: 1  Source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

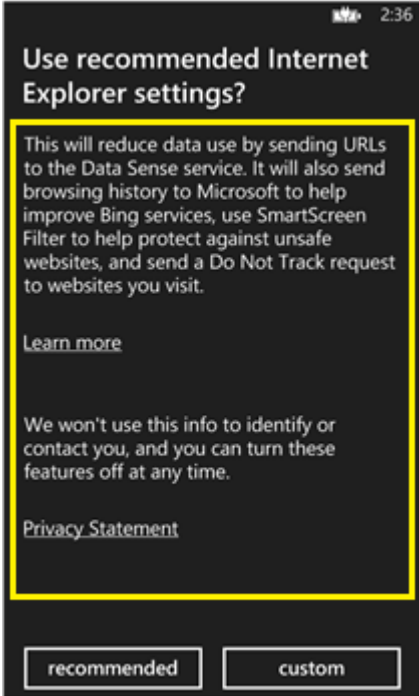
### 4.1.9.2. Context Menu Item

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 - gi karakter og vurdering</p>

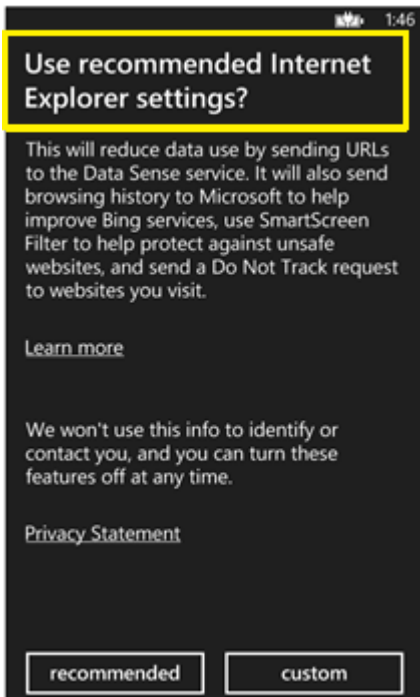


## 4.1.10. Message Box


### 4.1.10.1. Message Box Body

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

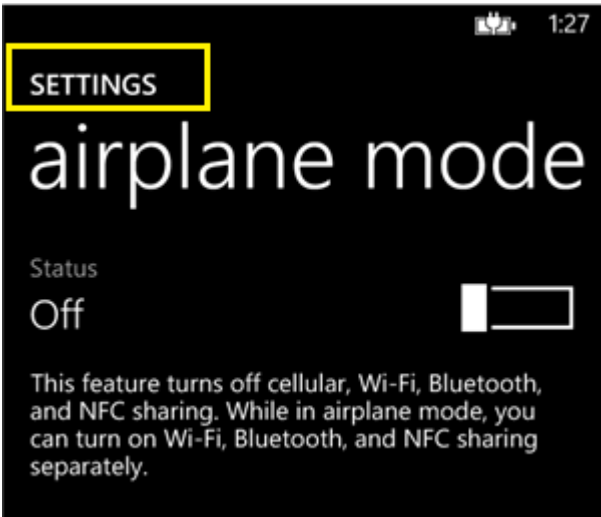
#### 4.1.10.2. Message Box Header

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 appropriate verbal form if the header is a question (in this example, use the infinitive form). In other cases the imperative form should be used.</p> <p>Example:  Use recommended Internet Explorer settings?  - Bruke anbefalte innstillinger for 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:  <b>Wi-Fi available</b> Connect?- <b>Wi-Fi tilgjengelig</b>  Koble til?</p>

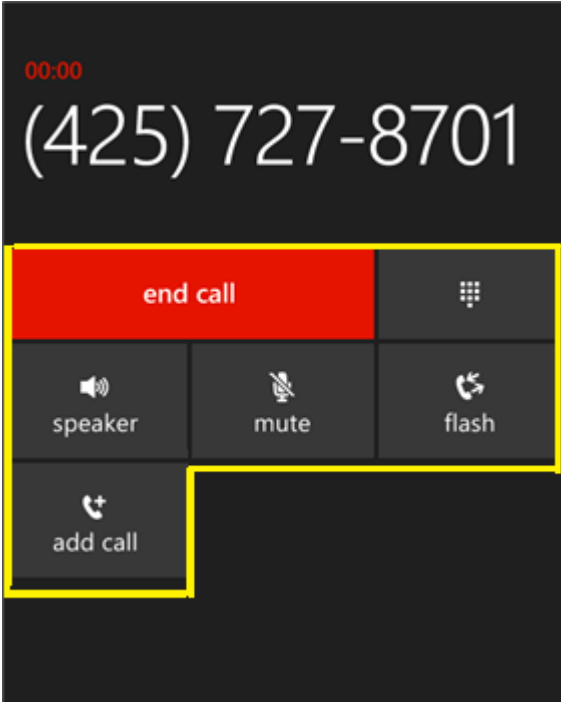
#### 4.1.12. Page Title

Page title	Guidelines
 <p>The screenshot shows the 'airplane mode' settings page. The title 'airplane mode' is prominently displayed in white text on a dark background. Above it, the word 'SETTINGS' is highlighted with a yellow box. Below the title, there is a status indicator 'Status Off' with a toggle switch, and a descriptive paragraph about the feature.</p>	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All caps</p> <p>Example:  SETTINGS - INNSTILLINGER</p>

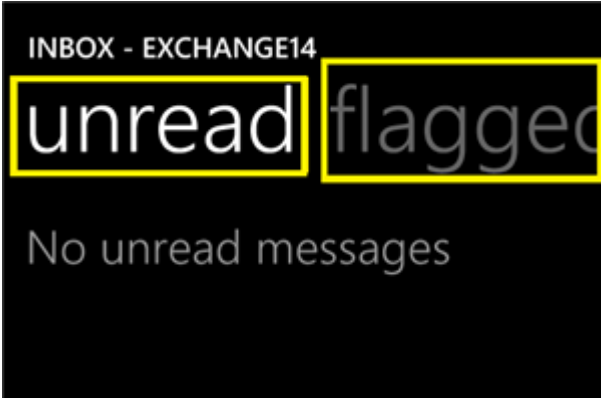
#### 4.1.13. Pane Section Title

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', '102 F', 'IMDb', 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>

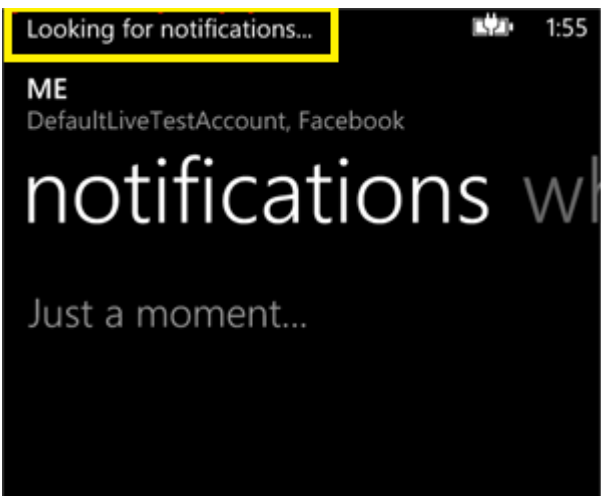
#### 4.1.14. Phone Control Label

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 a noun.</p> <p>Example: speaker - høytaler</p> <p>If the source phone control label contains a verbal form, translate using the imperative form.</p> <p>Example: add call - legg til</p>


#### 4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>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:</p> <p>unread - uleste</p>


#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No</p> <p>Number of lines allowed: 1</p> <p>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 the present tense and insert a space before the ellipsis.</p> <p>Example:</p> <p>Looking for notifications... - Ser etter varsler ...</p>

#### 4.1.17. Text Box

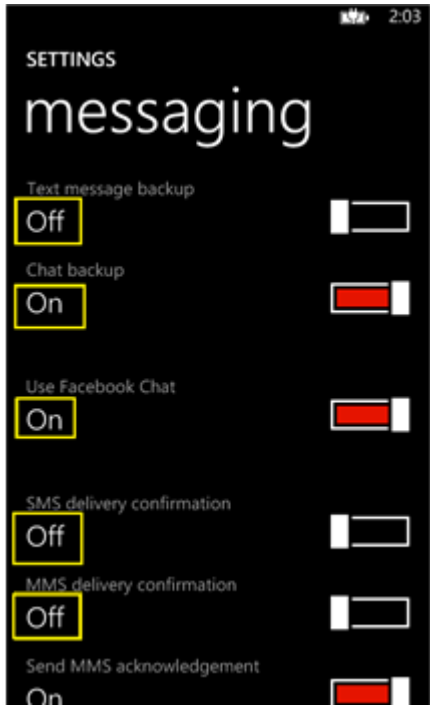
Text box	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.  Translate using the imperative form.</p> <p>Example:  type a message - skriv inn en melding</p>

#### 4.1.18. Tile Label

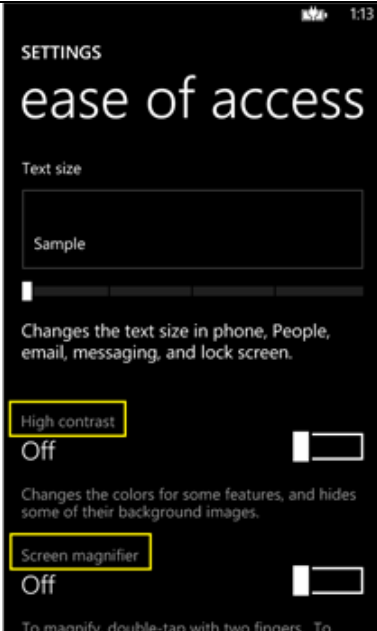
Tile label	Guidelines
	<p>Wrapping: No  Number of lines allowed: 1  Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:  Photos - Bilder  People - Personer</p>

## 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 following the source form.</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 'Settings' app, specifically the 'ease of access' section. 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 labels 'High contrast' and 'Screen magnifier' are highlighted with yellow boxes. At the bottom, there's a small instruction: 'To magnify, double-tap with two fingers. To	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Example: High contrast - Høy kontrast</p>

**Note:** Target capitalization follows source capitalization style. For more information on Windows Phone capitalization style, see [Capitalization—Mind the CaseError!](#)  
[Reference source not found.](#)

## 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 Norwegian, references to UI elements within UI strings should be translated using Sentence case (only the first word should begin with a capital letter). As a result, the translation of the source string in the example above would be as follows.

### Translation

Kontroller at e-postadressen og passordet er riktig, og trykk Logg på.

## 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 Norwegian follows the source in this respect, with the exception of Title Case. 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 the source:

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

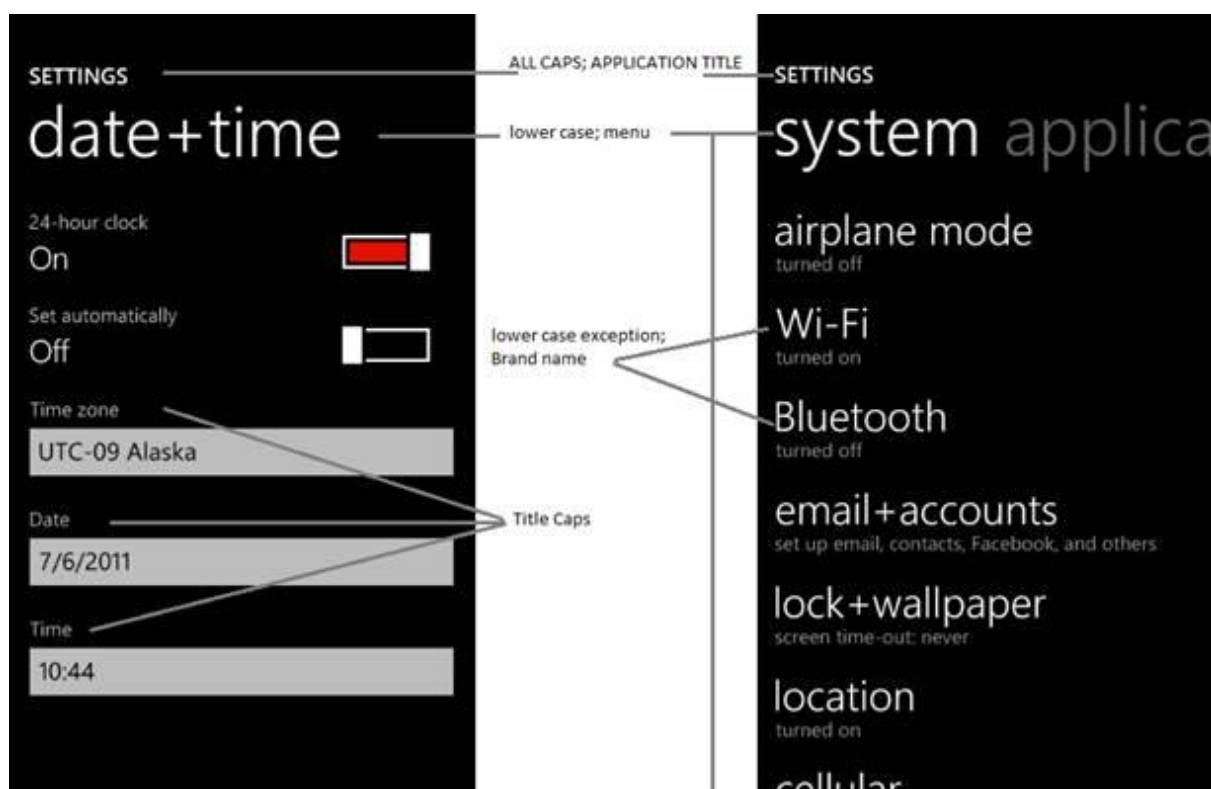
Follow the capitalization rules for Norwegian in these instances, i.e. only the first word should begin with a capital letter.

### **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 Norwegian.

#### 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 (Aha!, Oooops!, etc.) are preserved to maintain the personal and friendly style of the product.

#### Examples:

EN US Source	Incorrect Translation	Correct Translation
This is a large upload, so we	Dette er en stor opplasting, så vi	Dette er en stor opplasting.

recommend that you tap WLAN, connect to a network, and then we'll send it on its way. If you choose cellular, you may incur charges.	anbefaler at du trykker WLAN, kobler til et nettverk, og deretter sender vi den på sin vei. Hvis du velger mobilnettverk, kan du pådra deg kostnader.	Du bør trykke WLAN og koble til et nettverk, så sender vi den av gårde. Hvis du velger mobilnettverk, kan det koste penger.
Oops! You've reached the storage limit on your phone.	N/A	Ops! Du har nådd lagringsgrensen på mobilen.

## 4.6. Punctuation—Divide and Conquer

- Do not use abbreviations!
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Try to avoid exclamation points. Choose stronger words.
- Dashes can often add a colloquial style, but don't overuse them. Commas are often the better choice. In Norwegian, always use the n dash surrounded by spaces.

### Examples:

EN US Source	Translation	Comment
This is a large upload, so you'll need to turn on WLAN, connect to a network, and then try again.	Dette er en stor opplasting. Slå på WLAN og koble til et nettverk, og prøv deretter på nytt.	Split into two shorter sentences.
These apps can improve your Wallet experience by providing additional info, such as card balance and transaction history.	Disse appene kan gjøre Lommebok-opplevelsen bedre ved å gi deg ytterligere informasjon, for eksempel kortsaldo og transaksjonshistorikk.	Avoid "f.eks."

## 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 Norwegian, 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:

English	Incorrect Translation	Correct Translation
ADD CALL	LEGG TIL SAMTALE (truncated when used as phone control label)	LEGG TIL

## 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 Norwegian at the following location: <http://www.microsoft.com/windowsphone/nb-no/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 Norwegian? 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-favorit  
es.png" altText="Favorites icon"/>.
```

Only the highlighted text is translatable:

```
<hhtInlineImage  
href="/global/windowsphone/en-ww/PublishingImages/howto/wp7/inline/basic-icon-favorit  
es.png" altText="Favoritter-ikon"/>.
```

#### 5.3.2. Topic Titles

Topic titles are usually translated in the imperative form since they tell the user what can be done using the feature described in the relevant topic. Titles of instructional topic should be translated using the infinitive form.

See below for examples.



Topic title in English	Context	Norwegian
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 for instructional topics:</p> <p>Ta, redigere og dele bilder og videoer</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 imperative form for tips and tricks:</p> <p>Skap og del</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 Norwegian, references to UI options should also be localized using Sentence case.

#### Examples:

EN US Source	Translation
Tap <b>End call</b> to hang up	Trykk <b>Avslutt samtale</b> for å legge på

On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.

Fra **Start** sveiper du til venstre til **Appliste**, trykker **Innstillinger** og trykker deretter **E-post + kontoer**.


## 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>Tap+Send</h2> <p>With NFC sharing, you can tap your phone on another NFC-capable device (like a tablet or your friend's phone) to share things like photos, contacts, songs, and webpages.</p>
<h2>Berør + send</h2> <p>Med NFC-delning kan du berøre en annen enhet som har NFC-funksjonalitet, med telefonen (for eksempel en venns telefon) og dele blant annet bilder, kontakter, sanger og websider.</p>

### 5.4.2. How-to Text

EN US Source
<h3>What song is this?</h3> <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 buy it.</p> <p>To search for recorded music that's playing</p> <ol style="list-style-type: none"><li>1. Press the Search  button on your phone.</li></ol>

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](#).

### Hvilken sang er dette?

Sanger du hører på radio, eller når du er rundt omkring, trenger ikke være et mysterium lenger. Med din Windows Phone kan du søke etter musikk som spilles og finne ut mer om den, slik som sangtittel, artist, album og måter å lytte til den eller kjøpe den.

[Slik søker du etter innspilt musikk som spilles av](#)

1. Trykk Søk  på telefonen.
2. Mens musikken spilles av, holder du mobilen slik at du tydelig hører musikken, og så trykker du Musikk .

Etter søket vises sangtittel, artist, albumnavn og albumgrafikk for sanger som blir gjenkjent.

3. Trykk Store for å finne sangen i Xbox Music Store.

I Store kan du forhåndsvisne denne sangen og andre sanger på albumet, og deretter kjøpe hvis du vil.

Hvis du har et Xbox Music Pass og sangen er tilgjengelig i Xbox Music Store, kan du lytte til hele sangen og de andre sangene på albumet, og laste ned sanger. Du finner mer informasjon under [Laste ned musikk og podcaster fra 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.

## 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 Norwegian accent, e.g.:

- "r" is pronounced the Norwegian way, following the voice talent's pronunciation of "r".
- "w" is pronounced as English "w"

Product or Feature Name	Phonetic Transcription	Pronunciation in Norwegian
Windows Phone	/ˈwɪndɔʊz fəʊn/	Windous foun
Bluetooth	/bluːtuːθ/	Blutuuth

Bing	/bɪŋg/	Bing
Facebook	/'feɪs,bʊk/	Feisbukk
Microsoft Tag	/maɪk.rɔ.sɒft tæg/	Maikrosåft tægg
Microsoft	/maɪk.rɔ.sɒft/	Maikrosåft
Xbox	/ɛks'bɒks/	Eksbåks
Xbox Music Pass	/ɛks'bɒks 'mju:zɪk pɑ:s/	Eksbåks mjusik pass
Xbox Music	/ɛks'bɒks 'mju:zɪk/	Eksbåks mjusik
Live Tile	/laɪv taɪl/	Laiv tail
Live Apps	/laɪv æps/	Laiv æpps
Hub	/hʊeb/	Høbb
Data Sense	/'dɜ:tə sens/	Deita sens
Twitter	/twɪtər/	Twitter
Store	/sto:r /	Står