WINDOWS PHONE

STYLE GUIDE FOR HUNGARIAN

Contents

1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the Hungarian 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. Avoid using overly colloquial language, and keep a professional tone instead.

3.2. Style—Help Deliver the Voice

The style is direct and personal.

Address the user with the formal second person ("önözés"). The language used should sound natural.

- Use short sentences that are easier to read.
- Context comes first: screen design can influence word choice, sentence length, punctuation, etc.

Structures in first person plural are mostly rendered impersonally in Hungarian. Avoid using the first person plural.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Már csak néhány beállítás van hátra.	Messages that use the first person plural as a "voice" of the phone speaking to the user ("we'll help you finish…") should be translated in an impersonal manner. Translation is straightforward and fluent.

Avoid colloquialisms and slang expressions. The register should be neutral.

"&" and "+"

Strings containing the characters "&" or "+" appear frequently in the source text. The ampersand ("&") should be translated with the conjunction "és" unless it is part of a company name or trademark (for example "AT&T"). The plus symbol ("+") is part of the design language of the phone and also saves space, so it should be preserved in the translation. The plus sign should not be surrounded with spaces.

3.2.1. Product Names

The overall style used in Windows Phone can sound too academic and unnatural in Hungarian without applying suffixes to product names. Everyday language usage tends to suffix. Watchful product name suffixation makes the text more fluent, keeps it brief but to the point and avoids unnecessary paraphrasing. Do not, however, overuse it and make every product name suffixed—this will have an opposite effect; use a descriptor instead (see *Microsoft Office Professional* in the below table). Product name suffixes should also not be applied to explicit trademarks indicated by the ® and TM trademark signs. In such a case, apply a workaround and/or a descriptor.

Examples:

EN US Source	Translation	Comment
Please reset Office in Office settings.	Állítsa alaphelyzetbe az Office-t annak beállításai között.	Product name suffixed by using a hyphen and keeping the last uttered syllable in mind.
We can't connect to SkyDrive because of network problems.	Hálózati problémák miatt nem sikerült csatlakozni a SkyDrive-hoz.	Product name suffixed by using a hyphen and keeping the last uttered syllable in mind.
Log on to Windows.	Jelentkezzen be a Windowsba.	Product name suffixed without a hyphen.
You can only share media content with one person using Messenger.	Csak egy csevegőpartnerrel oszthat meg médiatartalmat a Messengerben.	Product name suffixed without a hyphen.
Use Microsoft Office Professional to create eye-appealing documents on your PC, then view, edit and share them on the go right from your phone.	A Microsoft Office Professional alkalmazásaival a számítógépen elkészített tetszetős dokumentumait otthonától távol is megtekintheti, szerkesztheti és megoszthatja a telefonjával.	Do not use the forcedly suffixed "Microsoft Office Professionallel" form, as it would be unnatural and hard to read.
in Windows®	a Windows® rendszerben	Product name should not be suffixed here.

3.3. Usage—Sound Natural

During the localization of any Windows Phone components, keep the following general points in mind:

- Be direct—be straightforward and concise. Windows Phone should not be chatty or wordy and redundancy should be avoided.

- Be accurate but not over-exhaustive, as it might harm legibility.

- Be calm, professional, friendly, and honest.

- Avoid slang and be careful with colloquialisms.

- Make sure explanations are pleasant to read.

- Make the complicated uncomplicated without oversimplifying: focus on essentials.

Examples:

EN US Source	Incorrect Translation	Correct Translation
You can only chat with one person on Facebook.	A csevegés csak egyetlen személlyel lehetséges a Facebook közösségi szolgáltatásban.	A Facebookon csak egy személlyel lehet csevegni. *(Shorter, more fluent and easy to read composition)*
Can't send message to one or more recipients. Check your Fixed Dialing Number (FDN) list.	Nem küldhető el az üzenet egy vagy több címzettnek. Nézze meg az FDN-listát.	Legalább egy címzettnek nem sikerült elküldeni az üzenetet. Ellenőrizze a fix hívószámok listáját.

3.4. Terminology—Be Consistent

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

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

When translating Windows Phone for Office applications such as presentations, e-mails, spreadsheets, etc., aim for consistency with current Office applications in order to give the user a consistent experience. Please pay special attention to Excel

formulas and functions—verify their translation in the latest localized version of Excel and/or in TRES.

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

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

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

Examples:

EN US Source	Translation	Comment
We couldn't find a match. **Flick** left or right for other results, or try a different search term.	Nincs pontos találat. Balra vagy jobbra **pöccintve** láthatja a keresés egyéb találatait, de más keresési kifejezéssel is próbálkozhat.	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.	Megszámolja, hogy egy adott **tartomány** hány cellájában szerepel érték.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	**Adatforgalmi segéd**	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

3.4.1. Naming Guidelines and Trademark Requirements

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

3.5. Handling Fictitious Content

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

Someone@example.com

The domain name example.com should be left unlocalized, as it is a globally recognized domain created by the IANA (Internet Corporation for Assigned Names and Numbers) for sample purposes. "Someone" can be replaced with a first name from the Approved People Name list or any common name in the country. For Hungarian, please replace someone@example.com with valaki@example.com.

3.6. Measurements

The EN US source contains measurements in strings such as:

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

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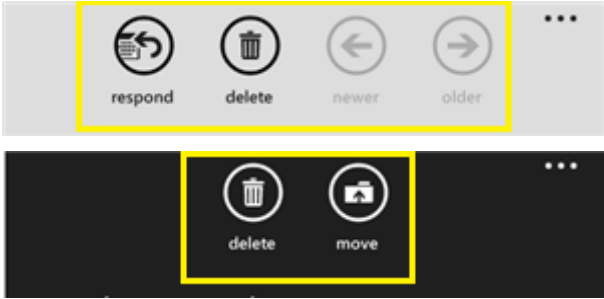
translation should always have a space between a number and a unit of measurement.

The unit "KB" (kilobyte) should be translated as "KB", keeping the letter "K" in uppercase.
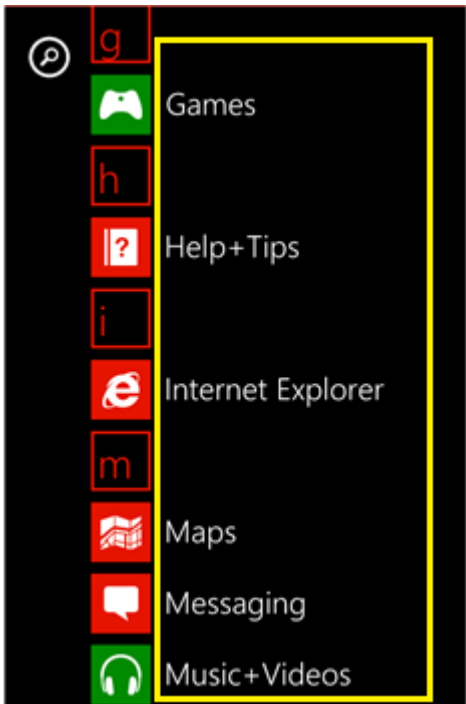
4. Windows Phone UI Localization Guidelines

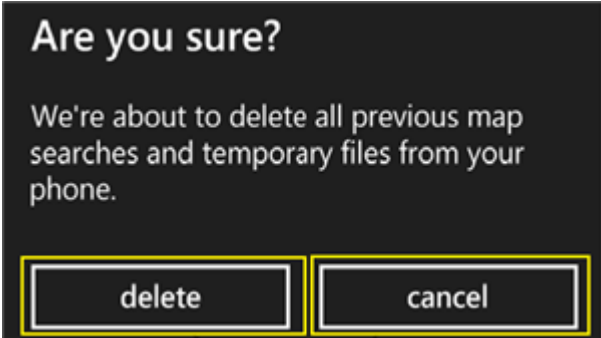## 4.1. How to Translate UI Elements

4.1.1. App Bar Icon

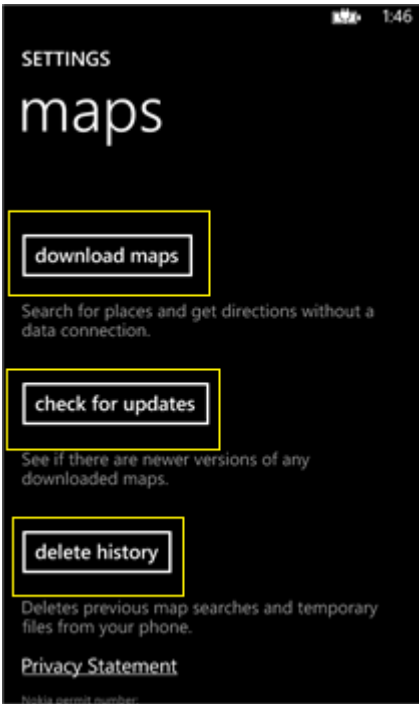| App bar icon	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. If the source contains verbal forms (e.g. copy), translate using the *deverbal nomen* structure (a deverbal noun, i.e. *másolás*) instead of the verbal form (*másol*). Examples: delete = törlés move = áthelyezés respond = válasz

4.1.2. App List Item

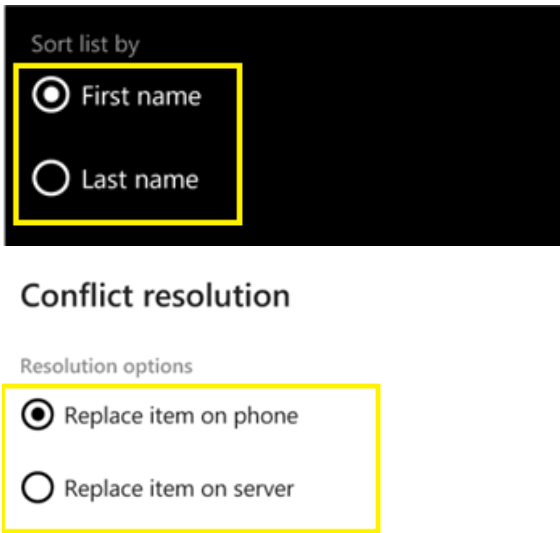| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games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

4.1.3. Buttons

4.1.3.1. Dialog Button

Dialog button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using the *deverbal nomen* structure and labels represented by nouns using nouns. Examples: - Labels containing verbs: delete = törlés - Labels represented by nouns: store = áruház

4.1.3.2. Push Button

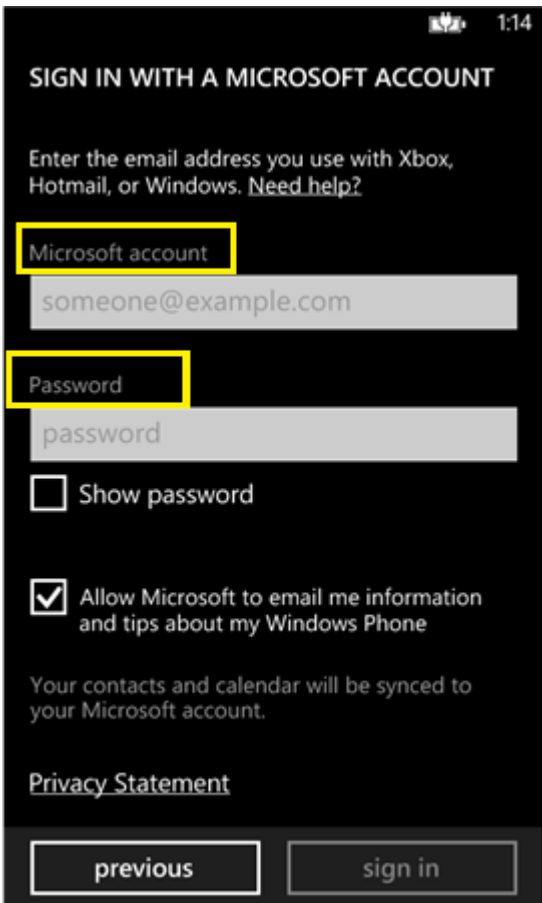| Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented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

4.1.3.3. Radio Button

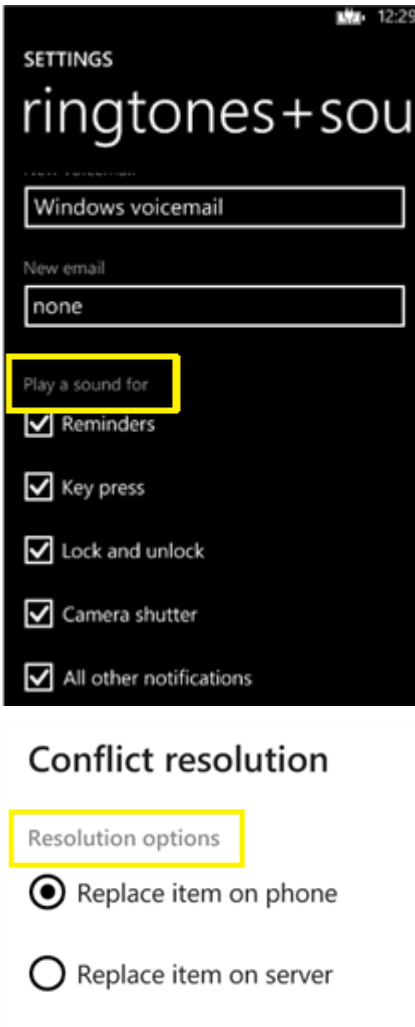| Radio button	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case Radio buttons represent user selection options that are mutually exclusive. There is no end period. Example: First name = Utónév When the radio button starts with a verb, use the *deverbal nomen* structure. Follow the source punctuation. Example: Replace item on phone = Telefonon lévő elem felülírása

4.1.4. Check Box Label

Check box label	Guidelines
	Wrapping: Yes Number of lines allowed: 3 Source capitalization style: Sentence case A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use the *deverbal nomen* structure. Do not use an end period. Example: Use Speech when the phone is locked = Zárolt telefon esetén is legyen beszédfelismerés Play audio confirmations = Keresett szöveg felolvasása

4.1.5. Edit Box Label

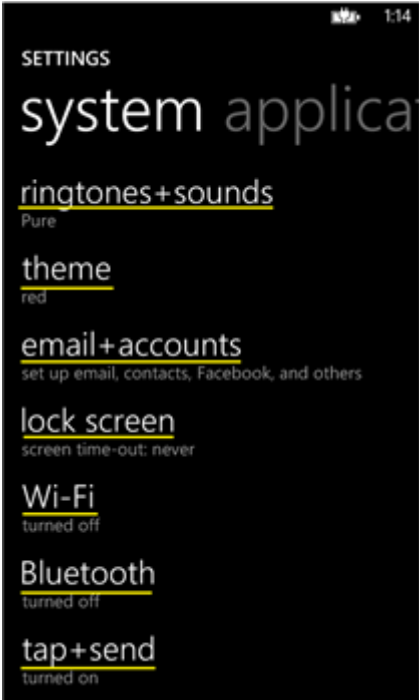| Edit box label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Edit box labels provide a short, descriptive text above the edit box. Example: Password = Jelszó

4.1.6. Group Label

Group label	Guidelines
SETTINGS ringtones+sou Windows voicemail New email none Play a sound for ☑ Reminders ☑ Key press ☑ Lock and unlock ☑ Camera shutter ☑ All other notifications **Conflict resolution** Resolution options ⦿ Replace item on phone ◯ Replace item on server	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using the *deverbal nomen* structure (or use a plural noun as in the below example). Example: Play a sound for = Hangjelzések When the group label consists of a noun, use nouns. Example: Resolution options = Megoldási lehetőségek

4.1.7. Hub Title

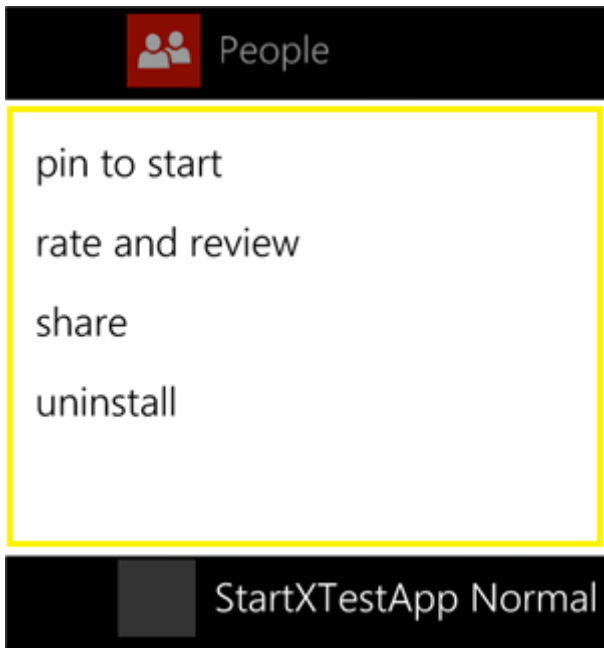| Hub title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme. Example: photos = fényképek

4.1.8. List Item in Settings

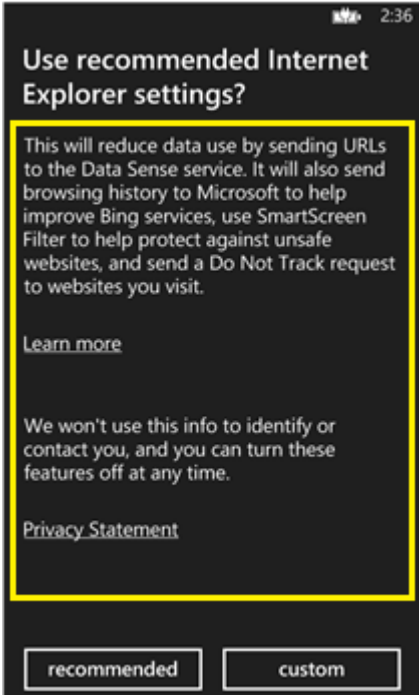| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9. Menu Items

4.1.9.1. Application Menu Item

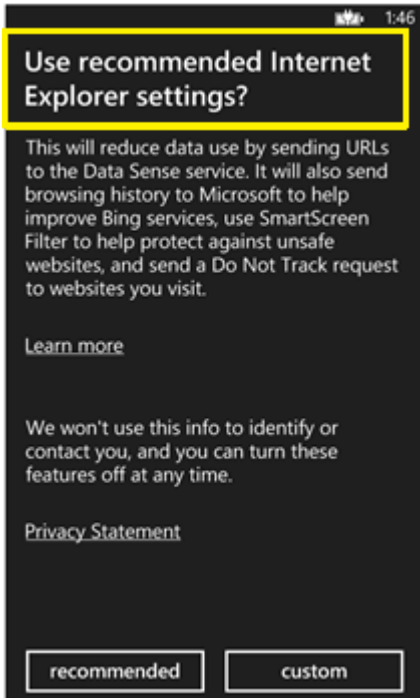| Application menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using the *deverbal nomen* structure. Examples: mark as unread = megjelölés olvasatlanként

4.1.9.2. Context Menu Item

Context menu item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using the *deverbal nomen* structure. Example: rate and review = értékelés és véleményezés

4.1.10.   Message Box

4.1.10.1.   Message Box Body

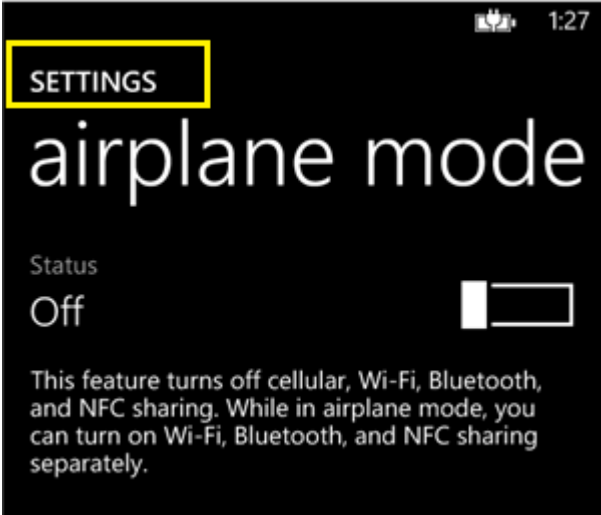| Message box body	Guidelines
	Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case

Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use standard Hungarian grammar and syntax rules (a full regular interrogative sentence to imply "Would you like to...?", a compound or a null subject, for instance) to structure a header text that fits the space provided and is in accordance with the intended meaning of the message that follows. Examples: Use recommended Internet Explorer settings? = Az Internet Explorer ajánlott beállításait szeretné használni? Delete threads? = Törli a beszélgetéseket?

4.1.11.   Notification Toast

Notification toast	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood. Example: **Wi-Fi available** Connect? = **Wi-Fi hálózat érhető el.** Csatlakozik?

4.1.12. Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS = BEÁLLÍTÁSOK

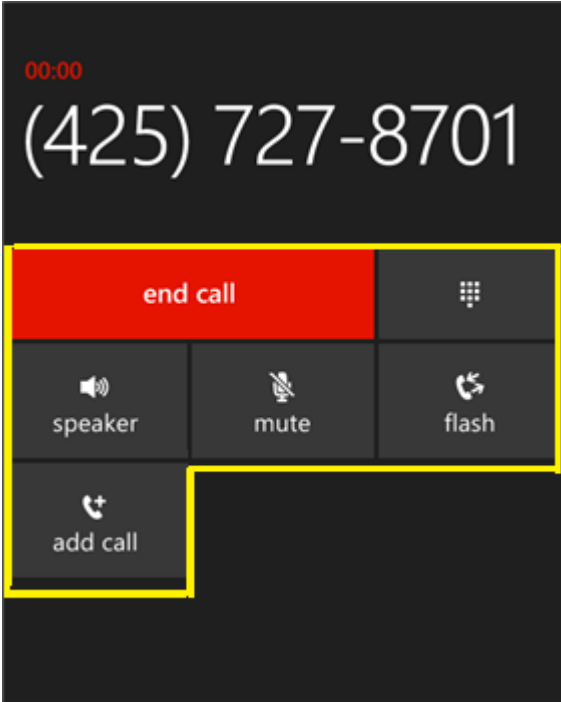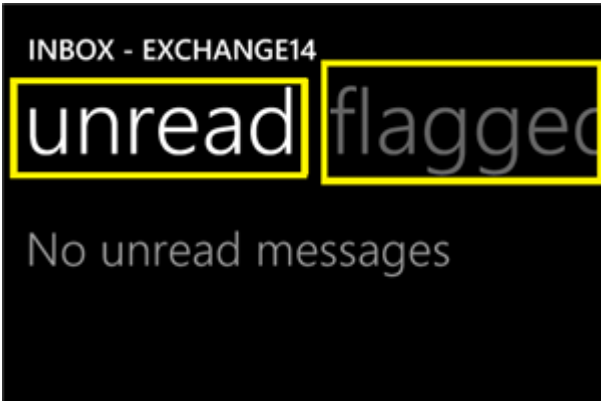### 4.1.13. Pane Section Title

Pane section title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed. Example: categories = kategóriák
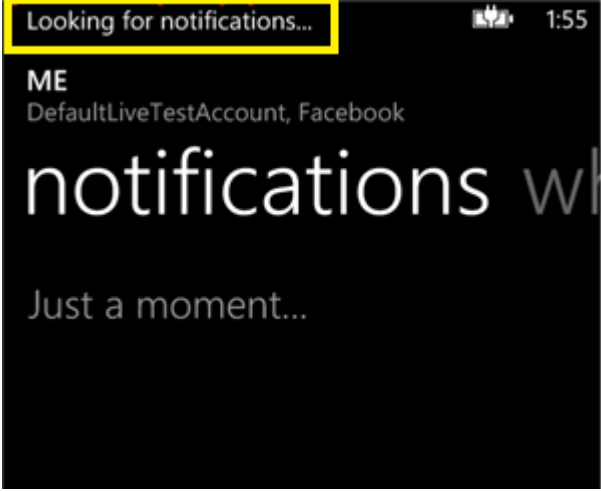
4.1.14.   Phone Control Label

Phone control label	Guidelines
00:00 (425) 727-8701 end call [keypad] speaker mute flash add call	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower If the phone control label is composed of a noun, translate it as a noun. Example: speaker = hangszóró If the source phone control label contains a verbal form, translate using a noun phrase or a *deverbal nomen* structure. Examples: add call = új résztvevő end call = hívás befejezése mute = elnémítás

4.1.15.   Pivot Item

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

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (…) to indicate progress. Translate using the *deverbal nomen* structure trailed by an ellipsis (three periods, not an ellipsis character). Example: Looking for notifications… = Értesítések keresése…

4.1.17. Text Box
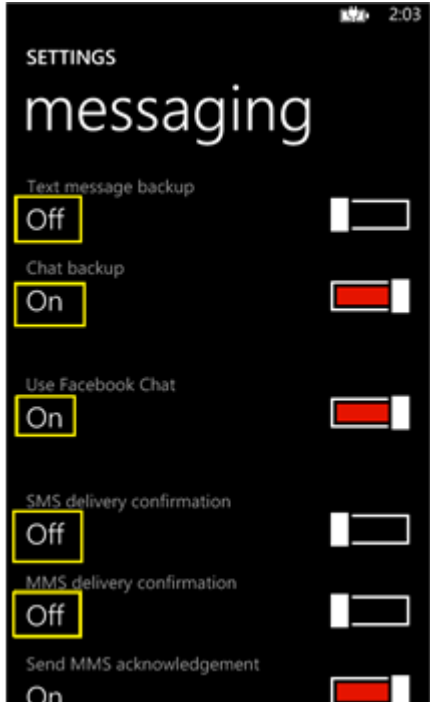
Text box	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using an imperative verbal phrase. Example: type a message = írjon be egy üzenetet

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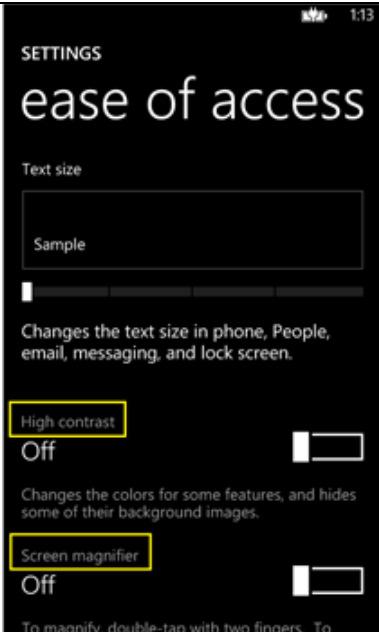
Tile label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages. Examples: Photos = Fényképek People = Kapcsolatok

4.1.19.   Toggle Switch

4.1.19.1.   Toggle Switch Label

Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using an adverb of manner that describes the state of the feature. Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on. Examples: On = Bekapcsolva Off = Kikapcsolva

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

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 <u>not</u> use lowercase, but title casing instead, i.e. the first letter of each word is capitalized. This is why in the source example above "Show Available IDs" appears in title casing.

<u>Translation Strategy</u>

For Hungarian, 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.

<u>Translation</u>

Adjon meg egy másikat, vagy a Választható azonosítók megjelenítése elemre koppintva tekintse meg a javaslatokat.

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.

Example:

Control—Label with Title1Style

4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—Hungarian 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 Hungarian, only the first word in the album 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.
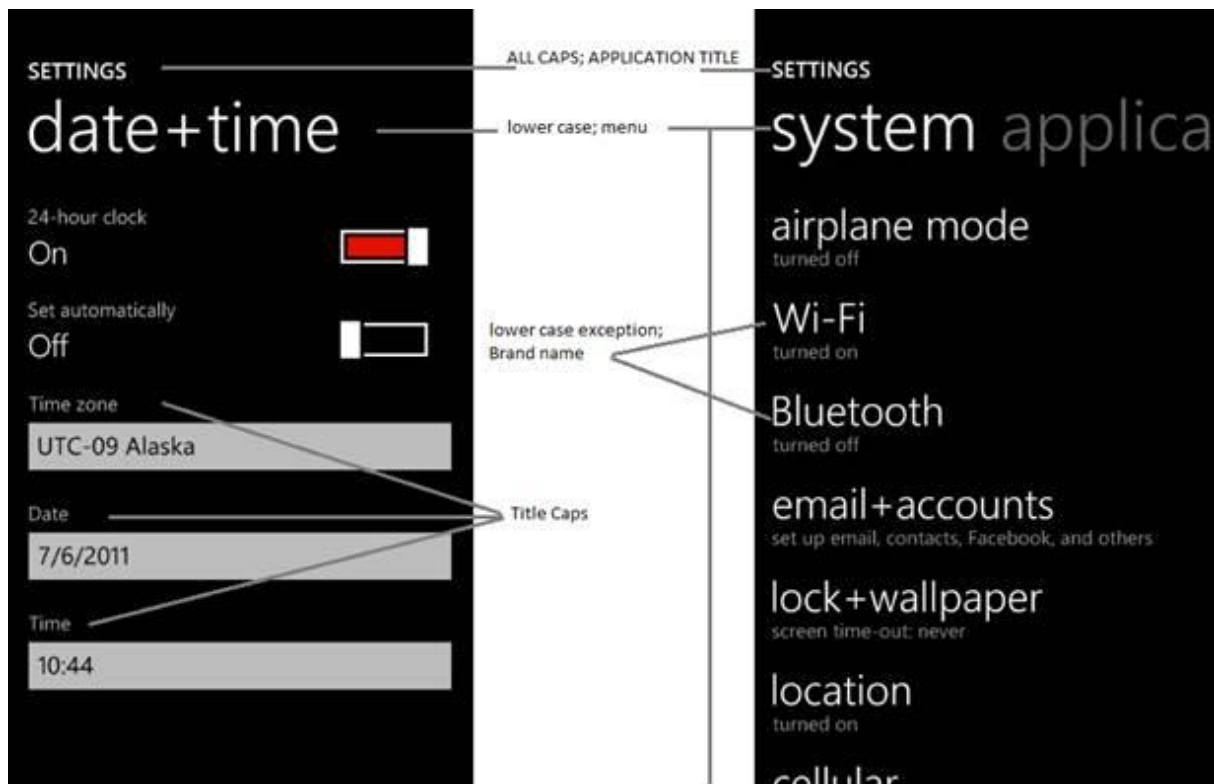
- Live Tiles = Live Tile csempék
- People Hub = Kapcsolatok központ
- Me Card = Én kártya

ALL CAPS:

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Example:

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

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words. Use the simplest and most specific words possible.
- 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.
- Do not use jargon and/or slangy interjections, as they might sound inappropriate to the audience.
- Do not use too complicated and long compound words.
- Use one term for one concept, and use terms consistently.
- Avoid creating words or applying new meanings to common words.

Be careful with:

- Overuse/redundancy
- "Ön"
- Using "Kérjük,…"
- Apologizing
- Overpromising

Examples:

EN US Source	Incorrect Translation	Correct Translation
We're sorry, but something's gone wrong. Please try again later.	Sajnáljuk, de elromlott valami. Próbálja újra később.	Hiba történt. Próbálkozzon újra később.
If you'd like to help your battery last until the next time you have a chance to charge it, you can go to Settings to turn on Battery Saver.	Ha segíteni szeretné az akkumulátort abban, hogy kitartson a legközelebbi töltési lehetőségig, menjen a Beállításokba és kapcsolja be a Telepkímélőt.	Ha nem szeretné, hogy lemerüljön a telefon akkumulátora, mielőtt újra alkalma adódna feltölteni azt, a Beállítások menüben bekapcsolhatja a Takarékos üzemmód funkciót.

4.6. Punctuation—Divide and Conquer

The Hungarian rules of punctuation considerably differ from those of English. The rules are described in *A magyar helyesírás szabályai, Tizenegyedik kiadás, Akadémiai Kiadó, Budapest, 1985* and *Helyesírás, Osiris Kiadó, Budapest, 2006* in detail.

- <u>Do not use abbreviations with the exception of units of measurement.</u>
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Do not 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. Often, some words are used in conjunction (concatenated) with different words. Translating these standalone terms may easily lead to concordance and accuracy issues (singular/plural and complex concatenated structures).

- 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
…and we're done.	…és már el is készültünk.	…kész!
Do you want to delete this file?	Törölni akarja ezt a fájlt?	Biztos, hogy törli a fájlt?
last week	múlt hét	a múlt héten

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 Hungarian at the following location: http://www.windowsphone.com/hu-HU.

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 Hungarian? 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="Kedvencek
ikon"/>.
```

5.3.2. Topic Titles

In English topic titles usually begin with "How to..." or with phrases such as "Working with..." or "Using...". In the Hungarian version, such flexibility is not possible. English tends to use different moods in titles (e.g. interrogative and imperative mood, infinitives, gerunds etc.). Please use a uniform, possibly non-verbal structure in most cases:

Topic title in English	Context	Hungarian translation
Take, edit, and share photos and videos	Photos Photos Hub Take, edit, and share photos and videos Automatically save the photos and videos I take to SkyDrive Sync photos and videos using my computer What are Lenses? Personalize my phone with my photos Take a screenshot Save or delete a photo or video See, tag, and comment on my friends' photos	Use the *deverbal nomen* structure: Fényképek és videók készítése, szerkesztése és megosztása
Create and share	Create and share Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap. Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.	Use the *deverbal nomen* structure: Alkotás és megosztás

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Hungarian, references to UI options should be localized using Sentence case.

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	A hívás befejezéséhez koppintson a **Hívás befejezése** gombra.	Always make sure you mention what to tap ("gomb" in this case) where feasible. If the UI element type is unknown, use "elemre".

On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email+accounts**.	A **kezdőképernyőn** balra pöccintve jelenítse meg az **alkalmazáslistát**, koppintson a **Beállítások** ikonra, majd az **E-mail+fiókok** elemre.	Make sure that Start is always translated "kezdőképernyő" (lowercase) when in-line. The App list is always "alkalmazáslista" (lowercase as well). There is no need to omit the spaces around the plus symbol when translating help and how-to (UA) content.

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
Tap+Send 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.
Hungarian translation
Megosztás összeérintéssel Az NFC-alapú megosztás révén telefonját egy NFC-kompatibilis másik eszközhöz (például egy barátja telefonjához) érintve máris megoszthatja fényképeit, weblapjait, zeneszámait, névjegyeit és egyéb tartalmait.

5.4.2. How-to Text

EN US Source

What song is this?

Songs you hear on the radio, or when you're out and about, don't need to be a mystery anymore. Bing Music is built into your Windows Phone, so you can search for music that's playing to find out more about it, such as the song title, artist, album, and ways to listen to or buy it.

To search for recorded music that's playing

1. Press the Search   🔍   button on your phone.
2. With the music playing, hold your phone where you can clearly hear the music, and then tap Music 🎵.

   Your phone will scan for the music and then will show you the song title, artist, album name, and album art for songs that are recognized.

3. To find the song in the Xbox Music Store, tap Store.

   In the Store, you can preview the song and other ones on the album, and then buy if you'd like.

   If you have an Xbox Music Pass and the song is available in the Xbox Music Store, you can listen to the whole song or download it. You can do this for other songs on the album, too. For more info, see Get music and podcasts from the Store.

Hungarian translation

Zeneszám felismerése

A rádióban vagy útközben hallott zeneszámok immár nem kell, hogy rejtélyt jelentsenek. Windows Phone-telefonja Bing zenekereső funkciójával megkeresheti a játszott zeneszám részleteit, például a címét, az előadó nevét vagy az album címét, és tájékozódhat a szám meghallgatásának vagy megvásárlásának módjáról is.

Lejátszott zenei felvétel keresése

1. Nyomja meg telefonján a Keresés   🔍   gombot.

2. Tartsa közel telefonját a zene forrásához, és koppintson a Zenekereső 🎵 ikonra.

   A telefon „belehallgat" a zenébe, és megjeleníti a felismert zeneszámok címét, előadóját, valamint az album nevét és az albumborítót.

3. Az Áruház elemre koppintva megkeresheti a zeneszámot az Xbox Music Áruházban.

   Az Áruházban belehallgathat a zeneszámba és az album további számaiba, majd tetszés szerint megvásárolhatja azokat.

   Ha van Xbox Music Pass zenebérlete, és a zeneszám megtalálható az Xbox Music Áruház kínálatában, meghallgathatja a teljes számot, de akár le is töltheti azt. Ezt az album többi számával is megteheti. További információt a [Zenék és podcastok letöltése az Áruházból](#) című témakör tartalmaz.

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.