WINDOWS PHONE

STYLE GUIDE FOR KOREAN

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 Korean 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.

The general style should be clear, friendly and concise. However, being friendly does not mean using overly colloquial language; always maintain a professional tone.

3.2. Style—Help Deliver the Voice

The style is direct and personal.

It is recommended that the word "you" referring to end users be omitted in the Korean translation. In cases "you" must be translated, use "사용자" instead of "귀하" to avoid sounding too formal.

Example:

EN US Source	Incorrect Translation	Correct Translation
When you allow us to store and use images from vision searches, it helps us provide better search results.	사용자가 비전 검색 이미지를 저장하고 사용할 수 있도록 허용하면 더 나은 검색 결과를 얻을 수 있습니다.	비전 검색 이미지를 저장하고 사용할 수 있도록 허용하면 더 나은 검색 결과를 얻을 수 있습니다.

Be careful when translating "you" in error messages to avoid the interpretation that the error was caused by the user.

Example:

EN US Source	Incorrect Translation	Correct Translation
We couldn't find the settings for the account information you entered.	사용자가 입력한 계정 정보에 대한 설정을 찾을 수 없습니다.	입력한 계정 정보에 대한 설정을 찾을 수 없습니다.

The EN-US source uses "we" as the voice of the phone, typically in connection with, e.g. configuration or setting of the phone. Structures in the first person plural are mostly rendered impersonally in Korean language. Avoid using the first person plural.

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	이제 몇 가지 설정만 하면 됩니다.	The pronoun should not be translated for better fluency.

To keep translation simple and concise in Korean, do not add a space between main verbs and supplementary verbs. Also, you can use shortened words, or abbreviated words that are officially approved by the Standard Dictionary of Korean Language (표준국어대사전), published by The National Institute of Korean Language. But, avoid using newly-coined slang words such as 즐, 즐감, 짤, 스압, etc.

Some English acronyms should be translated using Korean full-form equivalents whenever possible. For example, do not use 'IM' in Korean; use '메신저' instead.

Please use '-했습니다' instead of '-하였습니다' for better style and conciseness.

The characters "&" and "+" appear frequently in the source as connectors. Please translate the ampersand (&) using the Korean preposition "and". The plus symbol (+) should be kept in the translation, as it is part of the Windows Phone UI design language and it saves space. For example, 'Email+accounts' should be translated as '이메일+계정'. The plus symbol is not surrounded by spaces.

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.

Friendly Tone

Use '하세요' instead of '하십시오' as sentence ending style when asking the user to perform an action.

Passive vs. Active Voice

Always use an active voice before considering applying passive, which decreases readability.

Example:

EN US Source	Incorrect Translation	Correct Translation
The invitation has been sent.	초대장이 전송되었습니다.	초대장을 보냈습니다.

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.	일치하는 항목을 찾을 수 없습니다. 왼쪽 또는 오른쪽을 **터치**하여 다른 결과를 보거나 다른 검색어를 사용해 보세요.	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.	특정 **범위**에서 값이 있는 셀 수가 얼마나 되는지 계산합니다.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	데이터 센스	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 Korean, please replace someone@example.com with hong@example.com.

3.6. Measurements

The EN US source contains measurements in strings such as:

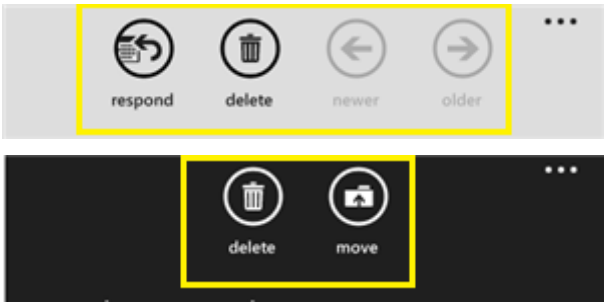| |
|---|
| {0} KB |
| Uploading %sMB… |
| Offline, downloading %sKB… |
| Uploaded %1KB of %2KB |
| Available storage: %s GB |

Regardless of the spacing in source, please make sure there is no space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. In Korean, the number and the unit should be closed up. Please note that while the source is inconsistent in this regard, the translation should never 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.
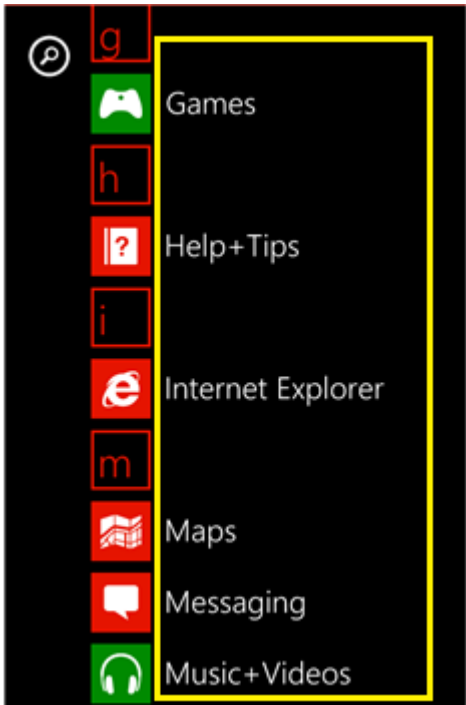
4. Windows Phone UI Localization Guidelines

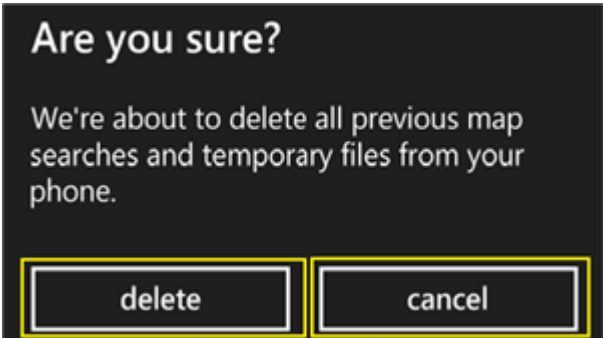## 4.1. How to Translate UI Elements

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. Do not use the verb ending -하다. Instead, use a noun form. Example: delete - 삭제

4.1.2. App List Item

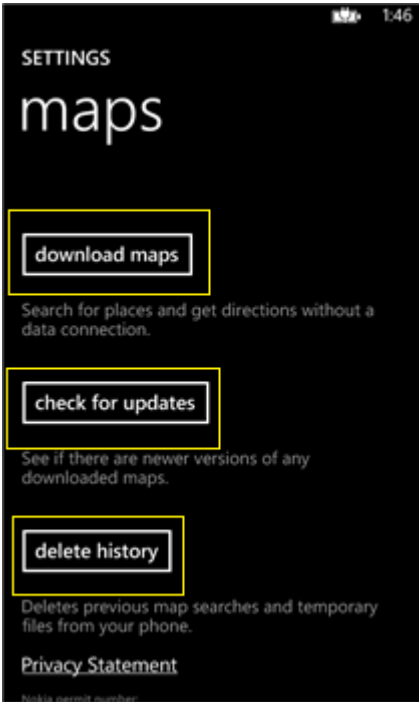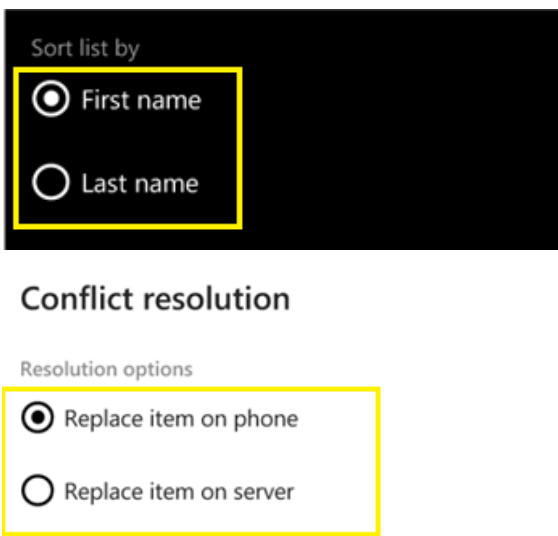| App list item	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games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

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 a noun form and labels represented by nouns using a noun. Examples: - Labels containing verbs: delete - 삭제 - Labels represented by nouns:

store - *<스토어>*

4.1.3.2. Push Button

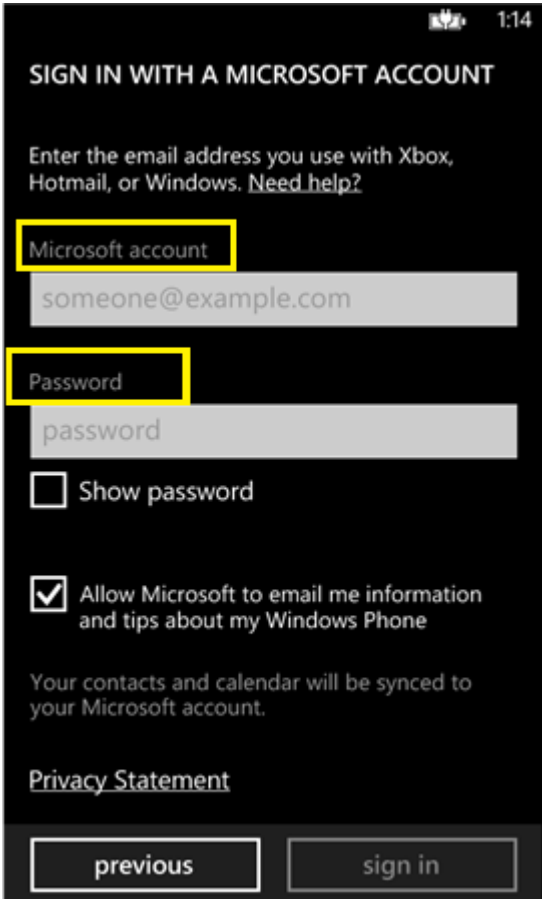| Push button	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented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

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 - 이름 When the radio button starts with a verb, use a noun form. Follow the source punctuation. Example: Replace item on phone - 휴대폰의 항목

	바꾸기
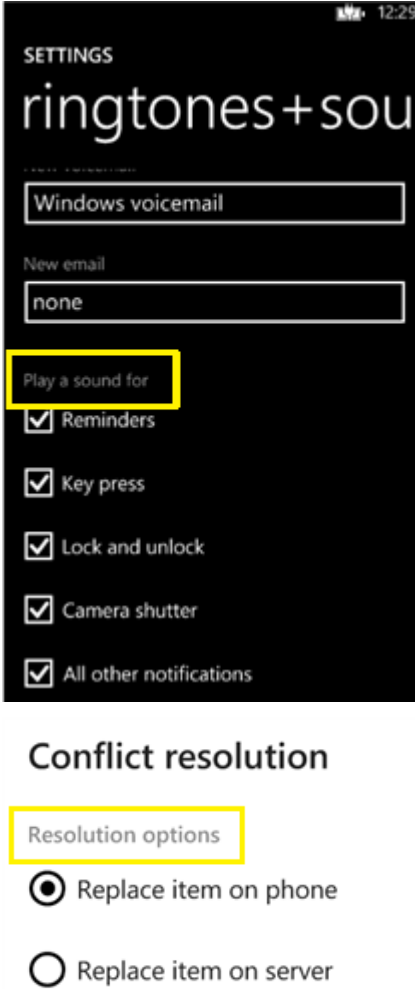
4.1.4. Check Box Label

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 a noun form. Follow source punctuation. Example: Use Speech when the phone is locked - 휴대폰이 잠겼을 때 음성 명령 사용

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 -비밀번호
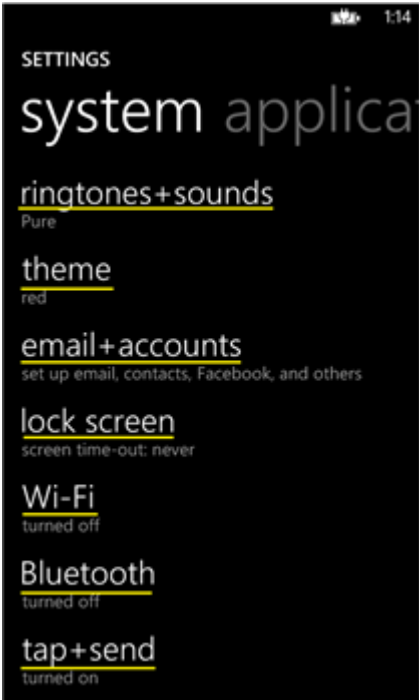
4.1.6. Group Label

Group label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using a noun form. Example: Play a sound for - 소리 재생 When the group label consists of a noun, use a noun. Example: Resolution options - 해결 옵션

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 - 사진

4.1.8. List Item in Settings

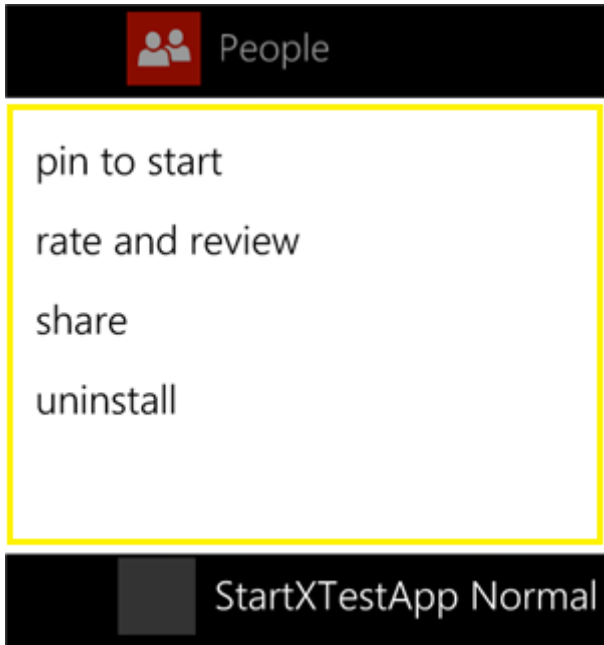| List item in Settings	Guidelines
	There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed. Wrapping: No Number of lines allowed: 1 Source capitalization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

4.1.9. Menu Items

4.1.9.1. Application Menu Item
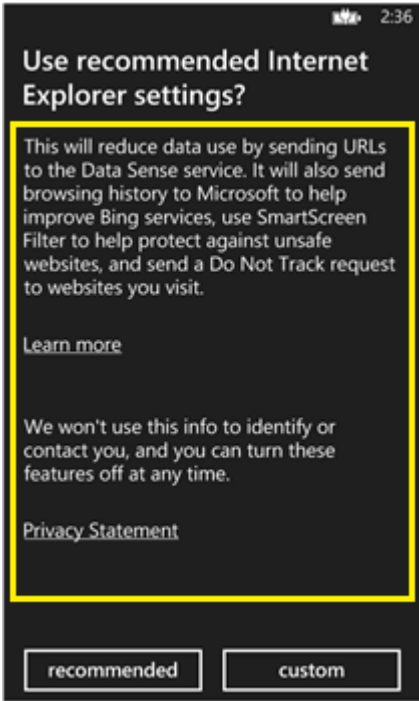
Application menu item	Guidelines
toggle flag mark as unread move	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using a noun form. Example: mark as unread -읽지 않은 상태로 표시

4.1.9.2. Context Menu Item
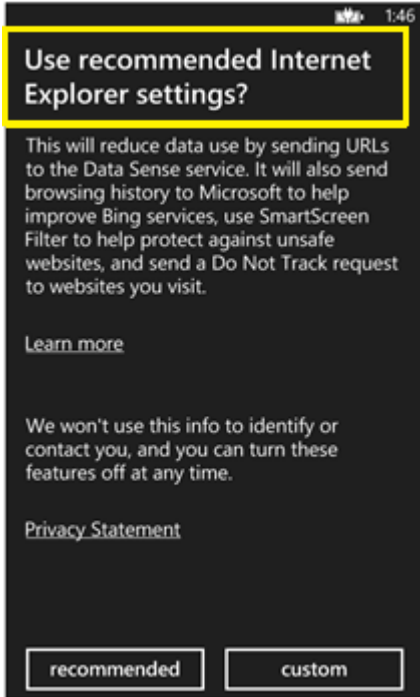
Context menu item	Guidelines
People pin to start rate and review share uninstall StartXTestApp Normal	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using a noun form. Example: rate and review - 리뷰 남기기

4.1.10. Message Box

4.1.10.1. Message Box Body

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

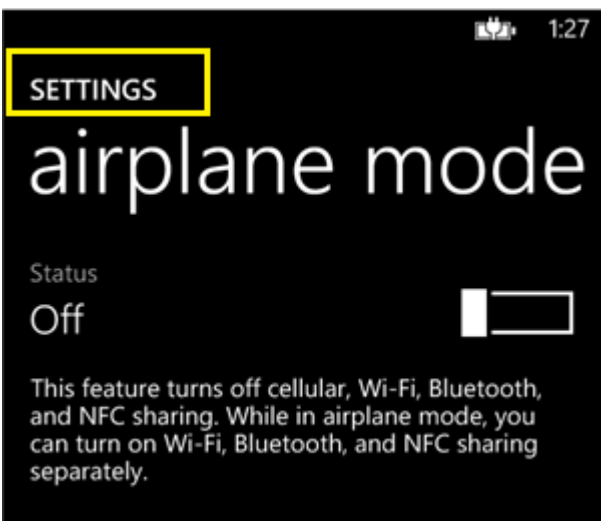| Message box header (dialog title)	Guidelines
	Wrapping: Yes Number of lines allowed: 2 Source capitalization style: Sentence case When message box headers start with a verb, please use a sentence with a verb form of –할까요? instead of –하시겠습니까? Example: Use recommended Internet Explorer settings? - Internet Explorer 권장 설정을 사용할까요?

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 사용 가능** 연결할까요?
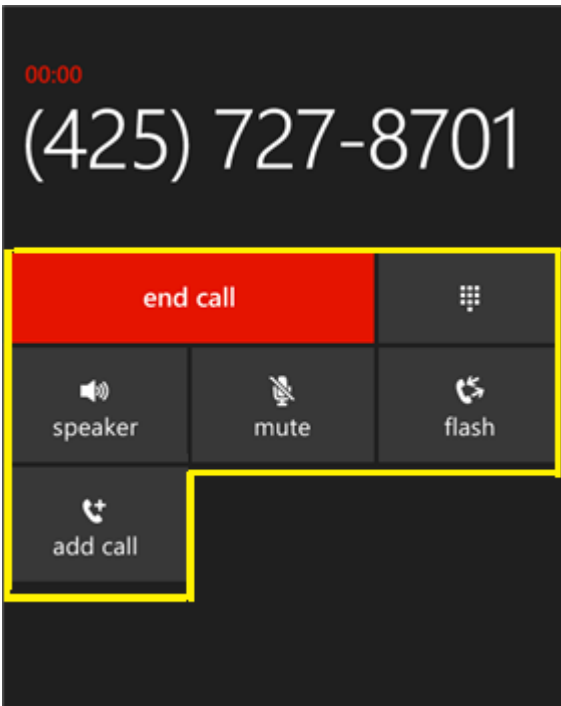
4.1.12. Page Title

Page title	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: All caps Example: SETTINGS - 설정
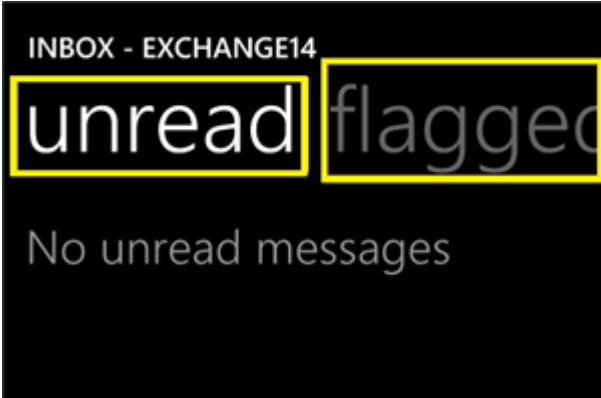
4.1.13.   Pane Section Title

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 - 카테고리

4.1.14.   Phone Control Label

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

4.1.15. Pivot Item

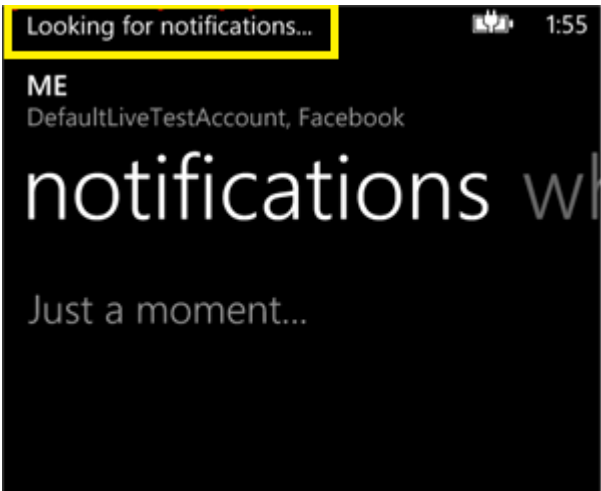| Pivot item	Guidelines
INBOX - EXCHANGE14 unread flagged No unread messages	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two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

4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
Looking for notifications... 1:55 ME DefaultLiveTestAccount, Facebook notifications wh Just a moment...	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (…) to indicate progress. Translate using -중 and end with the same ellipsis as the source text. Example: Looking for notifications… - 알림 로드 중…

4.1.17.   Text Box
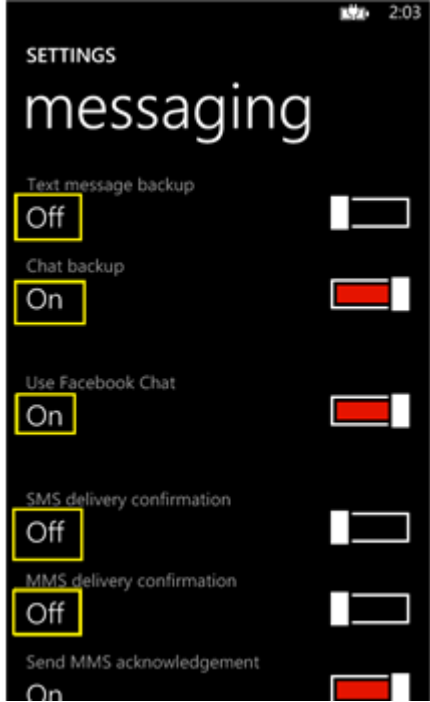
Text box	Guidelines
To: | 5:46 ⊕ type a message	Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower A text box contains user input text, such as messaging box, caption box, etc. Translate using a noun form. Example: type a message - 메시지 입력

4.1.18.   Tile Label

Tile label	Guidelines
Colleen Murphy Budget Review Hi Alison, do you have time this week to meet Mail ☑10 ☎ 4 ☺ 2 e S Photos Project Status Meeting 09:00 - 11:00 People f Fri 21 NETFLIX 🎧 BBC NEWS	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 - 사진 People - 피플

4.1.19.　　　Toggle Switch

4.1.19.1.　Toggle Switch Label

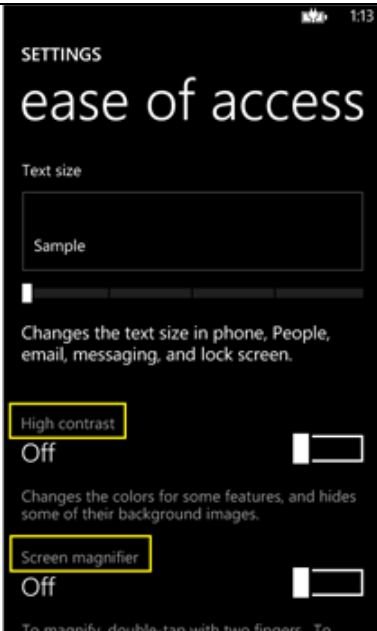| Toggle switch label	Guidelines
	Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Translate the toggle switch label strings using the noun forms 켜짐/꺼짐. Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on. Examples: On – 켜짐 Off - 꺼짐

4.1.19.2.　Toggle Switch Title

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

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 EN US Source the 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 <u>not</u> use lowercase, but title casing instead, i.e., 1st letter of each word is capitalized. This is why in the source example above "Sign In" appears in title casing.

Translation Strategy

For Korean, references to UI elements within UI strings should be translated using square brackets ([ ]). If single quotation marks or double quotation marks are used in English UI terms, consult with Microsoft Product Group whether to use square brackets or single/double quotation marks.

As a result, the translation of the source string in the example above would be as follows.

Translation

이메일 주소와 비밀번호가 올바른지 확인한 다음 [로그인]을 탭하세요.

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
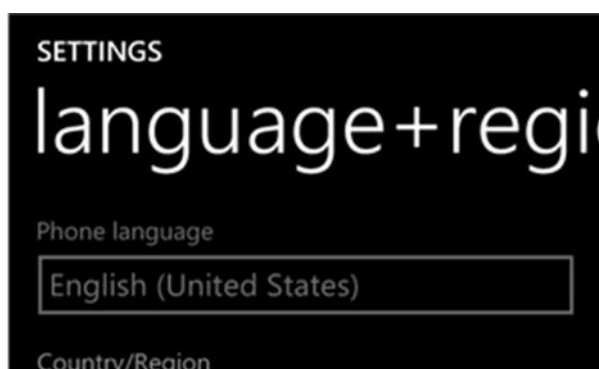
4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style; however, the Korean language usually does not face any capitalization issues.

Only one condition applies: Branded product names should follow exactly what the English source shows.

What follows is a summary of the Windows Phone-specific capitalization style applicable to the English source version.

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

Title Case:

The following UI elements appear in Title Case:
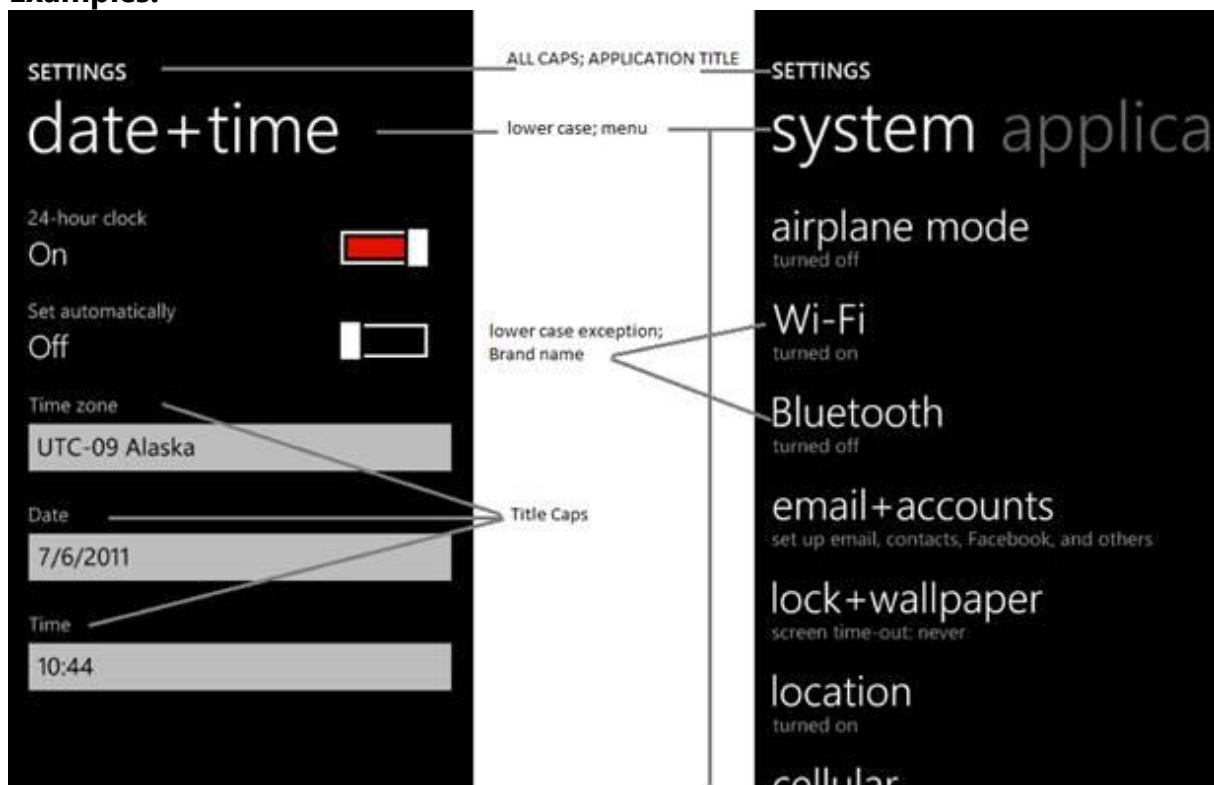
- Photo Album Titles

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

ALL CAPS:

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

- PAGE/APPLICATION TITLE (This may apply to Hebrew UI, if app name is left in English.)

- DIALPAD LABEL

Examples:

4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Do not translate interjections such as Aha!, Oooops!, etc.

Examples:

EN US Source	Incorrect Translation	Correct Translation
This is where we'll show the emoticons you use the most. Now, go emote!	여기에는 가장 많이 사용하는 이모티콘을 보여줍니다. 이제 이모티콘을 사용하세요!	여기에 가장 즐겨쓰는 이모티콘이 표시됩니다. 마음껏 이모티콘을 써보세요!
Just want to set up email?	단지 이메일 설정을 원하십니까?	이메일만 설정할까요?

4.6. Punctuation—Divide and Conquer

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

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

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

Examples:

EN US Source	Translation	Comment
Received data is invalid; could be server or client data.	받은 데이터가 잘못되었습니다. 서버 또는 클라이언트 데이터일 수 있습니다.	Instead of using semicolons, use two shorter sentences.
all calls conditionally	모든 통화(조건부)	Sometimes, use parenthesis to demarcate information that is not essential to the meaning of the sentence.

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.
- 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
every ^MMMM d^	매 ^MMMM d^일마다	^MMMM d^일마다
Returns the straight-line depreciation of an asset for one period.	정액법에 따른 특정 기간 동안의 자산 감가 상각액을 반환합니다.	정액법에 따른 특정 기간의 자산 감가 상각액을 반환합니다.
This is used to send and receive messages. Check with your mobile operator before changing it.	메시지를 주고받는 데 사용됩니다. 이를 변경하기 전에 통신사에게 문의하세요.	메시지 송수신에 사용됩니다. 변경하기 전에 통신사에 확인하세요.

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 Korean at the following location: http://www.microsoft.com/windowsphone/ko-kr/default.aspx

5.1. General

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

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

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

5.2. Terminology

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

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

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

Other aspects to take into account:

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

5.3.2. Topic Titles

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

Don't use end punctuation for short phrases.

Topic title in English	Context	Korean
Take, edit, and share photos and videos		Use a noun form. 사진 및 동영상 찍기, 편집 및 공유
Create and share		Use a noun form. 만들기 및 공유

5.3.3. References to UI Elements

In windowsphone.com, EN US Source uses sentence casing to indicate references to UI elements. For Korean, references to UI options should be localized using the same formatting as English text. That is, if bold font is used in the English UI elements in documentation, apply the same bold font to the Korean UI elements. If the UI elements are not bolded in source, use square brackets ([ ]) to call them out.

Examples:

EN US Source	Translation	Comment
Tap **End call** to hang up	**통화 종료**를 탭하여 전화를 끊습니다.	Apply the same bold font in the source to the Korean UI reference.
On **Start**, flick left to the **App** list, tap **Settings**, and then tap **Email + accounts**.	**시작**에서 **앱** 목록을 왼쪽으로 터치한 다음 **설정**, **이메일+계정**을 탭합니다.	Apply the same formatting used in the source to the Korean UI references.

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
Office Hub Start a Word doc or Excel spreadsheet on your computer, then sync it to SkyDrive as you head out the door. Then you can write or edit some more on your phone with Office Mobile—from a cab, the beach, wherever. SkyDrive makes it a cinch to share docs and edit them with another person, too.
Korean
Office 허브 PC 에서 시작한 Word 문서 또는 Excel 스프레드시트를 SkyDrive 에 동기화해 보세요. 외출 시에도 택시 안이든 해변이든, 장소에 상관없이 휴대폰에서 Office Mobile 을 통해 추가로 작성하거나 편집할 수 있습니다. SkyDrive 에서는 다른 사람과 문서를 공유하고 편집하기도 아주 쉽습니다.

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.

Korean

노래 정보

1.　　　라디오에서 듣거나 외출 시 듣는 노래에 대해 더 이상 궁금해하지 않아도 됩니다. Windows Phone 에서 재생 중인 음악을 검색하여 노래 제목, 아티스트, 앨범, 청취 또는 구입 방법 등을 알아볼 수 있습니다.

재생 중인 녹음된 음악을 검색하려면

1. 휴대폰에서 검색 🔍 버튼을 누릅니다.
2. 음악이 재생되는 동안 음악을 선명하게 들을 수 있는 위치에 휴대폰을 대고 음악 🎵 을 탭합니다.

   검색 후 인식되는 노래의 노래 제목, 아티스트, 앨범 이름 및 앨범 아트가 표시됩니다.

3. 마켓플레이스에서 노래를 찾으려면 마켓플레이스를 탭합니다.

   마켓플레이스에서 해당 노래와 앨범의 다른 노래를 미리 들어본 다음 원하는 경우 구입할 수 있습니다.

Zune 음악 Pass 가 있고 Zune 마켓플레이스에 노래가 있는 경우 노래 전체와 앨범의 다른 노래를 들어본 다음 다운로드할 수 있습니다. 자세한 내용은 마켓플레이스에서 음악, 동영상 및 팟캐스트 가져오기를 참조하세요.

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.