

WINDOWS PHONE

STYLE GUIDE FOR GERMAN

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1. Goals of This Guide

This document describes the tone, style and some specific translation instructions which should be used as reference during the German 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 Guideline—e.g. capitalization, text overflow, punctuation
4. UA-specific style

Please note this style guide is intended to be the main stylistic reference for Windows Phone projects. It is also a live document—it may be updated at certain stages to make sure the examples reflect all the latest information and guidelines.

2. The Windows Phone Voice

The language related to Windows Phone should make consumers (users) feel that they are empowered and supported. Windows Phone should be perceived as genuine, spirited, balanced, and supportive:

Genuine

- Speak with confidence.

- Be an experienced guide.
- Be friendly, focusing on the customer's needs.

Spirited

- Genuinely express your own enthusiasm.
- Express the achievable and talk about the difference it makes.
- Reveal the unexpected, the sparkle, the delight.
- Express a pleasant, engaging rhythm.

Balanced

- Be an experienced concierge: personal, friendly, enthusiastic, attentive.
- Know when to keep things light, when to get down to facts.
- Keep the moment, the audience, and the message in mind.
- Don't overpromise—be quick, clear, concise.

Supportive

- Lend help where it's needed, when it's needed.
- Convey your knowledge like a trusted friend.
- Strive to put others at ease.
- Frame things positively, with a friendly demeanor.

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

The Windows Phone device targets a group of modern, career-oriented people who expect their mobile phone to meet their needs in both their professional and private lives.

In order to appeal to this audience, use contemporary, up-to-date style and terminology, close to what people actually say in everyday settings rather than the formal, technical language that is often used for technical and commercial content.

As the target user is not a teenager, try to avoid using overly colloquial language, and keep a professional tone instead.

3.2. Style—Help Deliver the Voice

The style is direct and personal. For German, the formal second person is to be used ("Sie" instead of "du"), as the target audience prefers to be addressed in a formal, professional way and is not likely to want to see "du" all over their mobile phone. The only exception may be strings which refer directly to a user under the age of 18.

Example:

EN US Source	Translation	Comment
Try again later	Versuchen Sie es später erneut.	Use of "Sie", polite and professional.

Structures in first person plural are mostly rendered impersonally in German. Avoid using "wir".

Example:

EN US Source	Translation	Comment
Now we'll help you finish setting up a few things.	Jetzt fehlen nur noch wenige Einstellungen.	Avoid first-person plural constructions.

&/+ signs in the English source:

For titles and app names, the "&" is a bit old-fashioned and otherwise used only in English texts or in company names like "System XY GmbH & Co. KG". So the more modern "+" sign is favored in the translation for "+" in the source.

Examples:

EN US Source	Translation	Comment
ring+vibrate	Klingeln + Vibration	Use "+" in UI terms

Cooking & barbecue	Kochen und Grillen	Use "und" in titles

3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, direct speech should be used in favor of indirect one in messages directed to the user. This will also help avoid redundancy and improve the fluency of the text. Concerning buttons and titles, impersonal wording sounds professional and is usually much shorter, so it should be preferred.

Passive voice should be used when the device or app status is given; do not make device/app sound as if they are actively performing an action.

Short sentences improve readability.

Examples:

EN US Source	Translation	Comment
Enter this PIN {0} on the pairing accessory.	Geben Sie die PIN {0} auf dem Zubehör ein, das gekoppelt werden soll.	Instructional text, addresses the user directly.
Tap to pair	Zum Koppeln hier tippen	Button label, direct speech "Tippen Sie hier, um das Gerät zu koppeln" would be long and cumbersome, impersonal wording is short and concise.
Sending invitation...	Einladung wird gesendet...	Passive, not "Sende Einladung...". In some rare cases, when such strings need to be shortened, use the active form "Sende Einladung...".

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
If you delete its contents, your Camera Roll will be empty.	Wenn Sie die Inhalte löschen, sind Ihre eigenen Aufnahmen leer.	The term "camera roll" which appears in this string is a key Windows Phone term. The translation choice "Eigene Aufnahmen" 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 MultiTerm database.
Counts how many cells in a range have a value.	Erfasst, wie viele Zellen in einem Bereich einen Wert aufweisen.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Data Sense	Datenoptimierung	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 German, please replace "[someone@example.com](#)" with "[Thomas@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

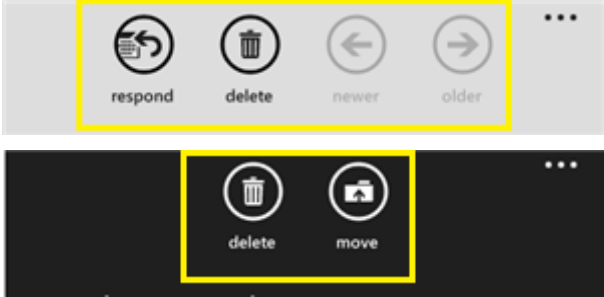
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number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

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

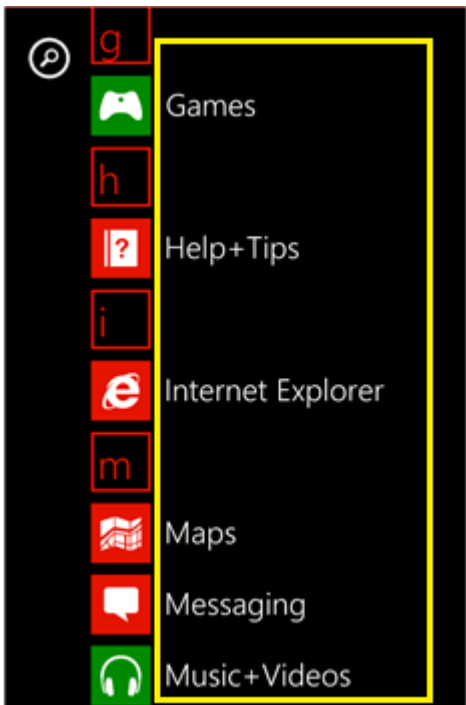
4. Windows Phone UI Localization Guidelines

4.1. How to Translate UI Elements

4.1.1. App Bar Icon

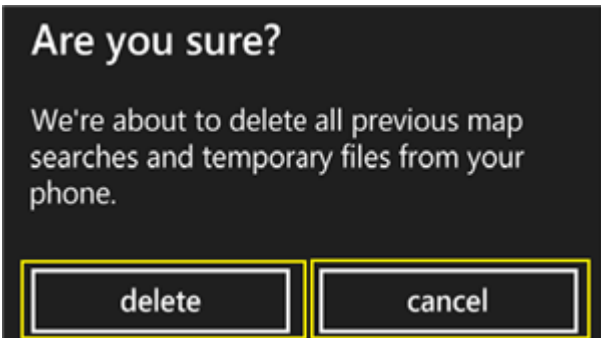
App bar icon	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking). Example: Ant-worten</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 infinitive, whenever possible.</p> <p>Example: delete -Löschen</p> <p>In some cases, a different part of speech may be necessary, e.g. due to length restrictions. For example "crop" is not translated as "Zuschneiden" (verb) but as "Zuschnitt" (noun).</p>

4.1.2. App List Item

App list item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Title case Target capitalization: Follow German grammar rules, always start app list item with upper case</p> <p>App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.</p> <p>Examples: Games - Spiele Help+Tips - Hilfe + Tipps Internet Explorer – Internet Explorer (trademarked name)</p>

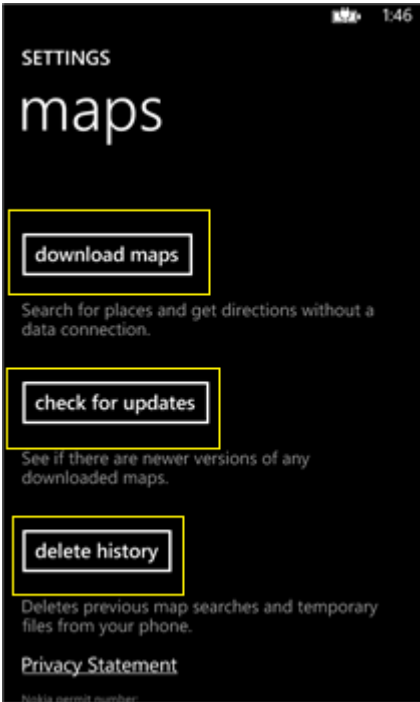
4.1.3. Buttons

4.1.3.1. Dialog Button

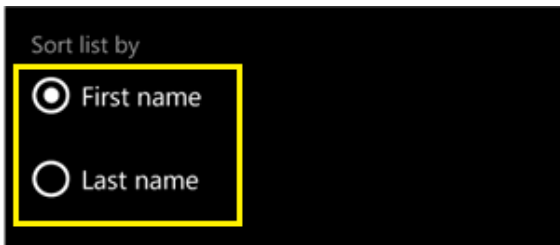
Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using infinitive and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none">- Labels containing verbs: delete - Löschen

	<ul style="list-style-type: none"> - Labels represented by nouns: store - Store
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4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</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 infinitive phrases and labels represented by nouns using nouns.</p> <p>Examples:</p> <ul style="list-style-type: none"> - Labels containing verbs: check for updates - Updates suchen - Labels represented by nouns: suggestions - Vorschläge

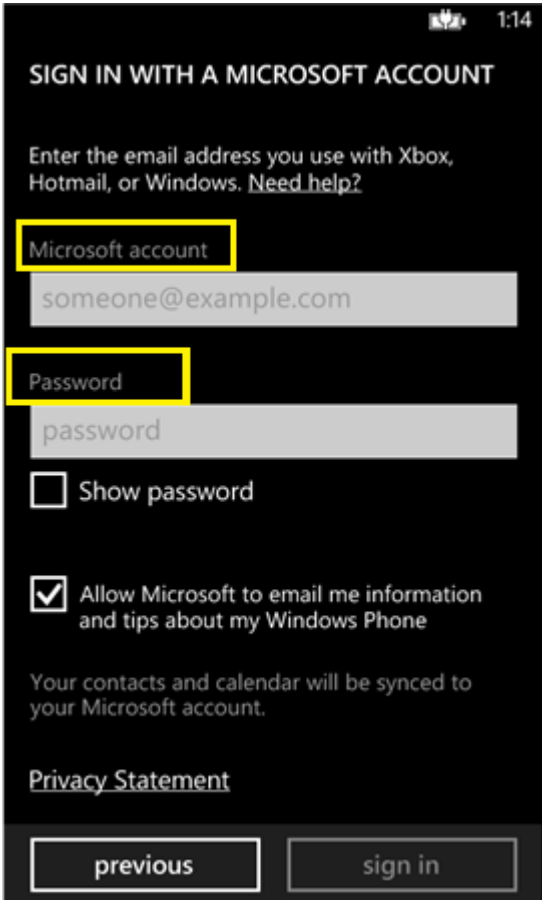
4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p>Conflict resolution</p> <p>Resolution options</p> <p><input checked="" type="radio"/> Replace item on phone</p> <p><input type="radio"/> Replace item on server</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:</p> <p>First name - Vorname</p> <p>When the radio button starts with a verb, use infinitive phrase. Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone - Element auf dem Handy ersetzen</p>

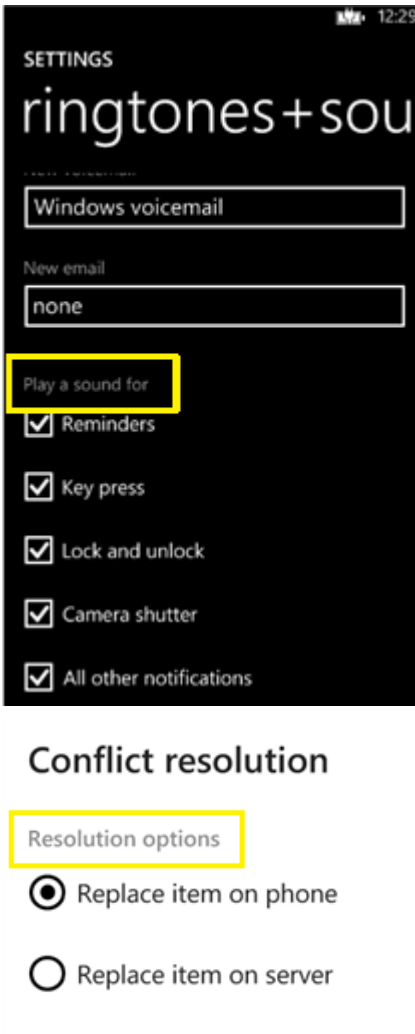
4.1.4. Check Box Label

Check box label	Guidelines
 <p>SETTINGS</p> <p>speech</p> <p>Press and hold the Start button to use Speech.</p> <p><input checked="" type="checkbox"/> Use Speech when the phone is locked</p> <p><input checked="" type="checkbox"/> Play audio confirmations</p>	<p>Wrapping: Yes</p> <p>Number of lines allowed: 3</p> <p>Source capitalization style: Sentence case</p> <p>Target capitalization: Follow German grammar rules, always start UI item with upper 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 infinitive phrase. Follow source punctuation.</p> <p>Example:</p> <p>Use Speech when the phone is locked - Sprachsteuerung bei gesperrtem Handy zulassen</p>

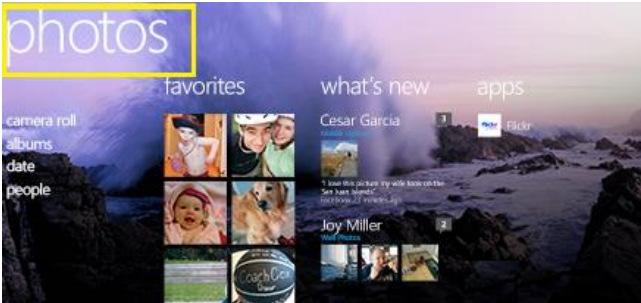
4.1.5. Edit Box Label

Edit box label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Example: Password - Kennwort</p>

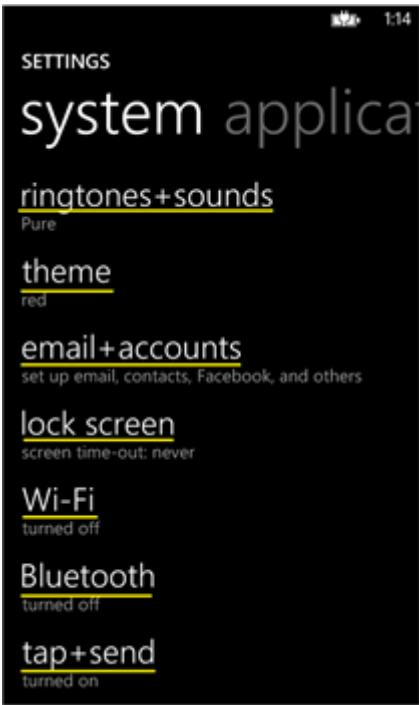
4.1.6. Group Label

Group label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Target capitalization: Follow German grammar rules, always start UI item with upper 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 infinitive phrase.</p> <p>Examples Play a sound for - Sound abspielen für</p> <p>When the group label consists of a noun, use a noun.</p> <p>Example: Resolution options - Auflösungsoptionen</p>

4.1.7. Hub Title


Hub title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</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 - Fotos</p>

4.1.8. List Item in Settings

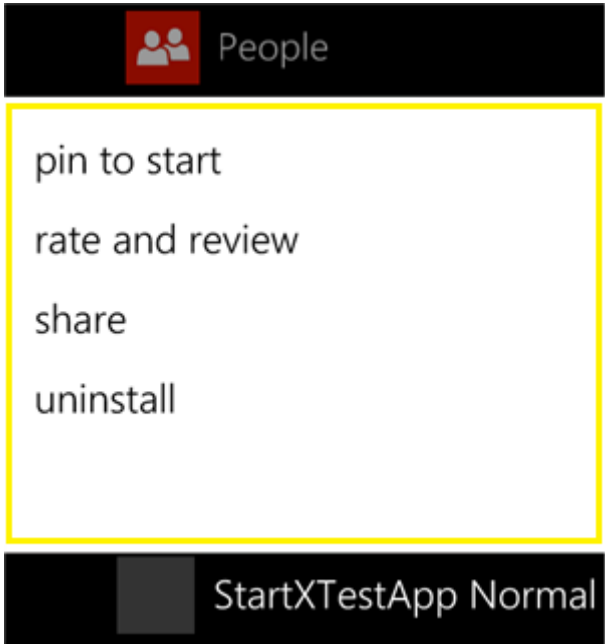
List item in Settings	Guidelines
	<p>There are different styles of List items used in the UI. The screenshot illustrates a type in which truncation bugs are very common, as wrapping is not allowed. Truncation in this specific screen is not allowed.</p> <p>Wrapping: No Number of lines allowed: 1 Source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

4.1.9. Menu Items

4.1.9.1. Application Menu Item

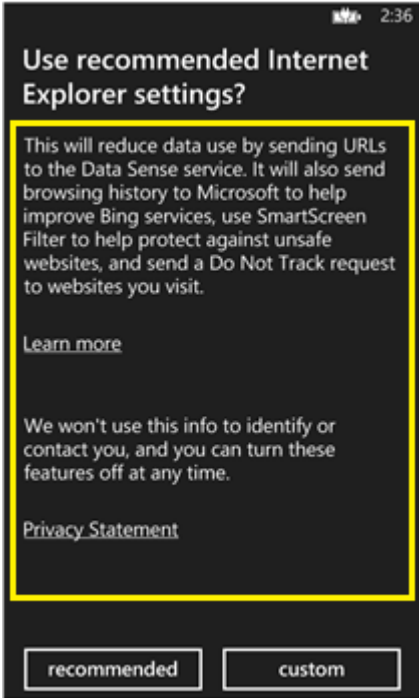
Application menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using infinitive phrase.</p> <p>Examples: mark as unread - Als ungelesen markieren</p>

4.1.9.2. Context Menu Item

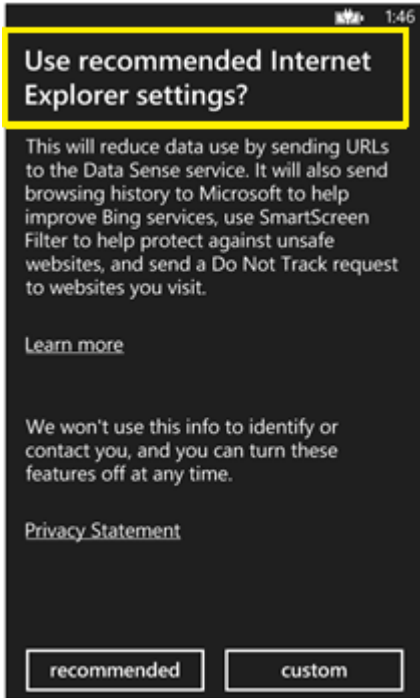
Context menu item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using infinitive phrase.</p> <p>Example: rate and review - Bewerten und Kritik schreiben</p>

4.1.10. Message Box


4.1.10.1. Message Box Body

Message box body	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: Unlimited</p> <p>Source capitalization style: Sentence case</p> <p>Target capitalization: Follow German grammar rules, always start UI item with upper case</p>

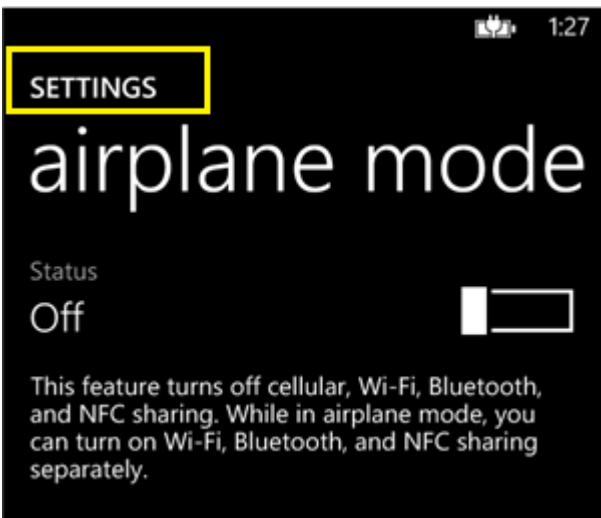
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes</p> <p>Number of lines allowed: 2</p> <p>Source capitalization style: Sentence case</p> <p>Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>When message box headers start with a verb, please use an infinitive phrase.</p> <p>Example: Use recommended Internet Explorer settings? - Empfohlene Einstellungen für Internet Explorer verwenden?</p>


4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Target capitalization: Follow German grammar rules, always start UI item with upper 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: Wi-Fi available Connect?- WLAN verfügbar Verbinden?</p>

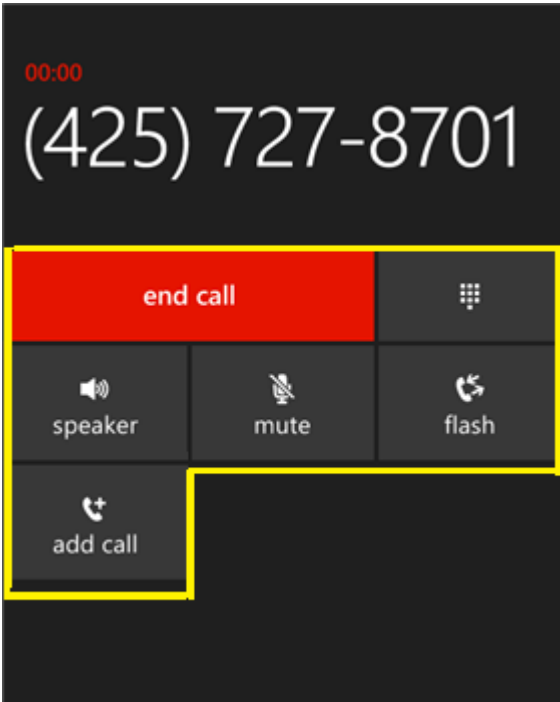
4.1.12. Page Title

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

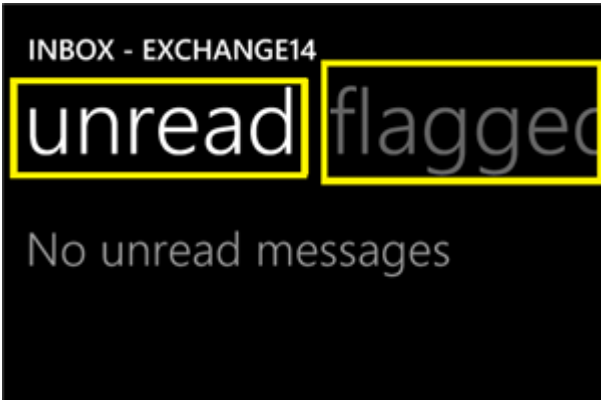
4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</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. Example: categories - Kategorien</p>

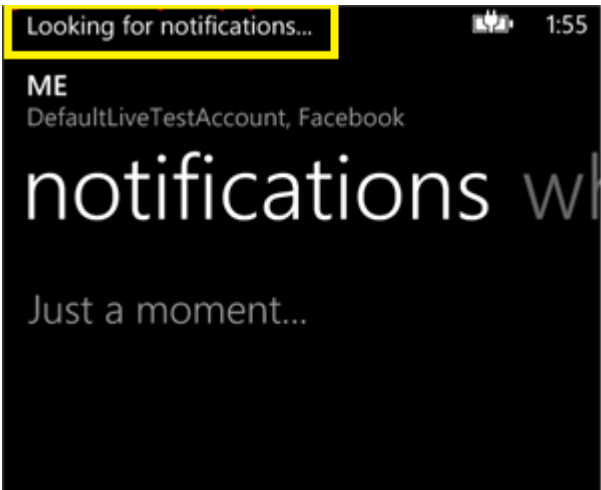
4.1.14. Phone Control Label

Phone control label	Guidelines
	<p>Wrapping: Yes Number of lines allowed: 2 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>If the phone control label is composed of a noun, translate it as noun. Example: speaker - Lautsprecher</p> <p>If the source phone control label contains a verbal form, translate using infinitive. Example: add call – Anruf hinzufügen</p>


4.1.15. Pivot Item

Pivot item	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Pivot items have greater space than panes and can overflow somewhat to the next screen. Please note that a pivot item should not have more than two words (ideally, only one word) so that users can easily identify the title of each pivot item.</p> <p>Example: unread - Ungelesen</p>


4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Target capitalization: Follow German grammar rules, always start UI item with upper 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 passive voice or infinitive, depending on context/length restriction, and add ellipsis as in source.</p> <p>Example: Looking for notifications... - Nach Benachrichtigungen wird gesucht...</p>

4.1.17. Text Box

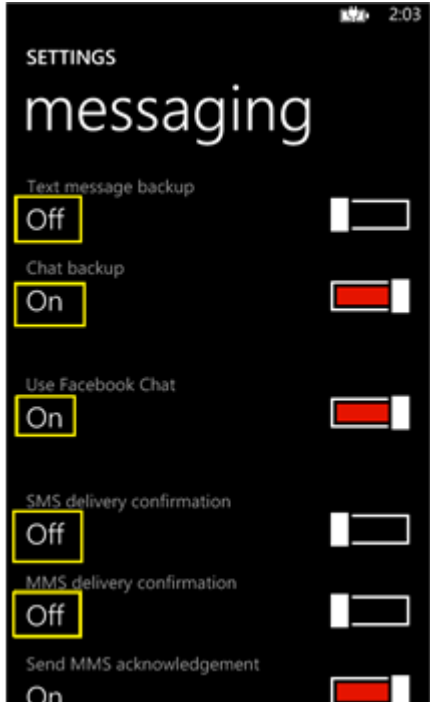
Text box	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>A text box contains user input text, such as messaging box, caption box, etc. Translate using infinitive phrase</p> <p>Example: type a message - Nachricht eingeben</p>

4.1.18. Tile Label

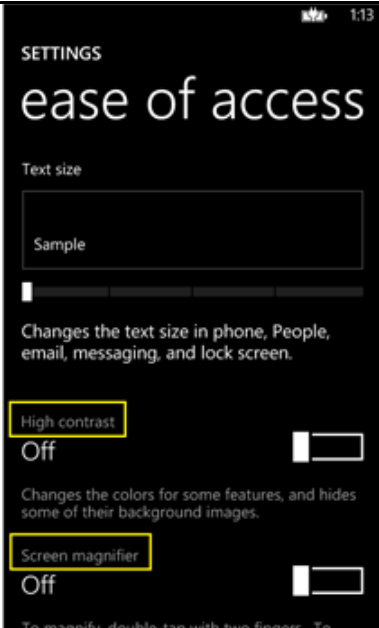
Tile label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case (except for proper nouns) Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples: Photos - Fotos People - Kontakte</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 Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Translate the toggle switch label strings using an adjective. 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 – Ein Off - Aus</p>

4.1.19.2. Toggle Switch Title

Toggle switch title	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case Target capitalization: Follow German grammar rules, always start UI item with upper case</p> <p>Example: High contrast – Hoher Kontrast</p>

4.2. How to Translate References to UI Elements

References to UI elements within the UI can be found in error messages, task messages, etc. It is important to have a consistent approach towards the localization of such references. References to UI elements can appear in examples such as the below.

Example:

Source

Try another ID, or tap Show Available IDs to see some suggestions.

Description

The string above makes a reference to the "Show available IDs" UI option. In the EN US source, UI options are usually in all lowercase when appearing on their own; however, when there is a direct reference to these elements in UI messages, English does not use all 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 case.

Translation Strategy

For German, references to UI elements within UI strings should be translated using sentence casing and curly double quotes. As a result, the translation of the source string in the example above would be as follows.

Translation

Versuchen Sie es mit einer anderen ID, oder tippen Sie auf „Verfügbare IDs anzeigen“, um sich Vorschläge anzeigen zu lassen.

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.

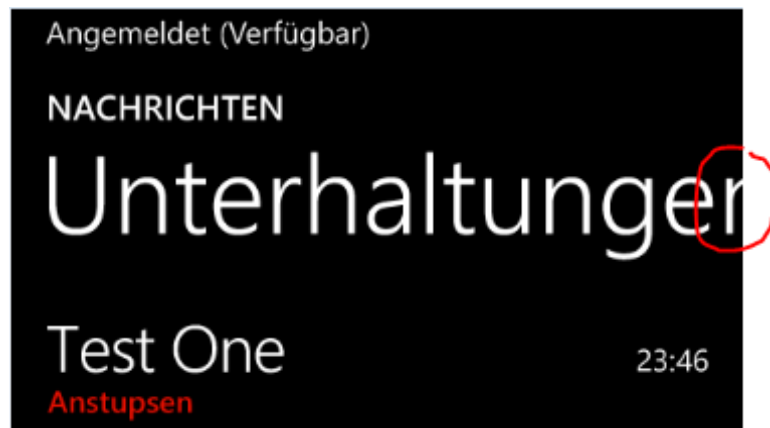
Titles that come from a previous screen (like the ones from the Settings page) and run out of the screen can be truncated—even if the text is not understandable. That is the behavior in the source UI.

Examples:

Control—Label with Title1Style



Titles that do not come from a previous screen but that are understandable are allowed to flow out of the screen.



4.4. Capitalization—Mind the Case

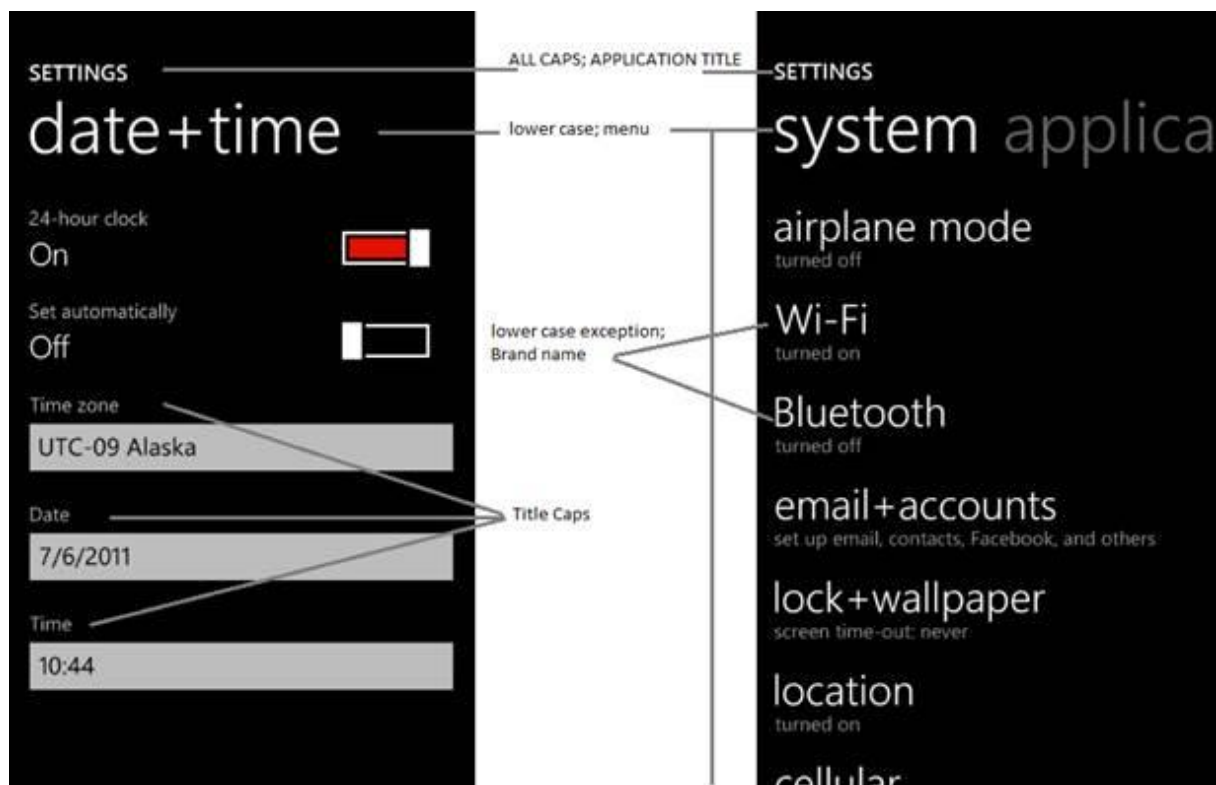
Windows Phone showcases a very specific capitalization style. However, for German it was decided to adhere to the general capitalization rules as per Duden, in order to apply correct grammar and orthography. Do not use lowercase for starting labels or sentences. Only use ALL CAPS in the specific cases mentioned below.

ALL CAPS:

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

- PAGE/APPLICATION TITLE
- 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.
- Use language that customers use.
- Translate colloquial and conversational phrases in a professional tone and style; don't be too colloquial in German.
- Avoid the overuse of interjections (Aha!, Hoppla!, etc.).

Examples:

EN US Source	Incorrect Translation	Correct Translation
There's not enough free space on the server.	Es ist zurzeit nicht genügend freier Speicherplatz auf dem Server vorhanden.	Nicht genügend freier Speicher auf dem Server.
Oops! The media content you're looking for isn't there anymore.	Hoppla! Der Medieninhalt, den Sie suchen, ist nicht mehr hier.	Der gewünschte Medieninhalt ist nicht mehr verfügbar.

4.6. Punctuation—Divide and Conquer

- Do not use abbreviations!
- Do not use semicolons. Two shorter sentences are better and easier to read.
- Don't overuse exclamation points. Choose stronger words.

Examples:

EN US Source	Translation	Comment
Try again	Wiederholen	It was "Erneut versuchen" in the early versions, but this got truncated. Instead of using an abbreviation ("Erneut vers.") the wording was adapted to shorten the string.
Get more with Gold! Success! We've added your Outlook account.	Mehr Spaß mit Gold! Ihr Outlook-Konto wurde erfolgreich hinzugefügt.	Exclamation mark ok in marketing context, avoided in general context.

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

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

- Strings that include redundant words. Unnecessary repetitions should be avoided.
- Too literal translations. The text needs to be naturally-sounding and appealing in the target language.
- Concordance. Translators are sometimes presented with standalone strings for translation. Some words in English, mainly adjectives, are used in conjunction with different words—translating these standalone terms may easily lead to concordance issues (masculine/feminine or singular/plural).

- Truncation. In some instances it will be necessary to shorten strings due to length restrictions in the graphical interface. Do not ever abbreviate words; it is preferable to reformulate the strings to shorten them. In some cases, it might be possible to leave out part of the string without losing the meaning. If this is not possible, contact the Product Team to discuss a possible solution.

Examples:

EN US Source	Incorrect Translation	Correct Translation
None (open)	Kein (offen)	Keiner (offen) Here the gender needed to be adapted after seeing that the strings refers to "security type" = "Sicherheitstyp".
edit profile	Prof. bearb.	Profil This string was changed from "Profil bearbeiten" to "Profil" due to a truncation issue. As the string is heavily changed, this was discussed with the Product Team before the change was implemented.

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 German at the following location: <http://www.microsoft.com/windowsphone/de-de/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 German? 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="Symbol  
"Favoriten"/>
```

5.3.2. Topic Titles

Topic titles often need to be translated more freely; the focus is on the message and the key aspects of the feature. When titles are used to introduce text, as in the first example below, a different structural approach is often needed in German, as the sentence structure cannot be kept without sounding unnatural.

Topic titles starting with a verb are usually translated using the infinitive structure. Titles have no period at the end, but otherwise general German grammar rules and sentence case apply. Titles of the type "To xx do xx" are translated as "So xx Sie xx" without adding a colon.

Topic title in English	Context	Topic title in German
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 infinitive phrase.</p> <p>Aufnehmen, Bearbeiten und Teilen von Fotos und Videos</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More > Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at: start a text, then tap More > Attach > My location.</p>	<p>Use infinitive phrase.</p> <p>Erstellen und senden</p>

5.3.3. References to UI Elements

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

casing and either bold formatting, or, if this is not possible, straight double quotes (curly quotes don't work due to technical reasons).

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	Tippen Sie auf Beenden , um das Gespräch zu beenden.	Bold formatting from the source is kept.
On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	Wechseln Sie von der Startseite durch Streichen nach links zur Appliste , tippen Sie auf Einstellungen und anschließend auf E-Mail-Konten + andere .	Bold formatting from the source is kept.
Add pictures to your Favorites album to see them in your Pictures Tile on Start, in your Pictures background, or pinned to Start for easy access.	Fügen Sie Bilder zu Ihrem Album "Favoriten" hinzu, damit Sie auf der Kachel "Bilder" auf der Startseite, als Hintergrund in "Bilder" oder zum leichten Zugriff auf der Startseite angezeigt werden.	No bold formatting in the source. Straight double quotes are added to the UI options.

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
<h1>You are what you pin</h1> <p>START</p> <p>Pin the Live Tiles you want, and snap! There's the stuff you care about, updating in real time, right on your Start screen. You can pin people, apps, songs, websites, directions, games, photos, docs, and more. Only Windows Phone has Live Tiles, and only Windows Phone lets you pin what you love.</p>
DE-DE Target

Sie sind Meister Ihrer Startseite

START

Heften Sie die gewünschten Live Tiles an die Startseite an, und legen Sie los! Auf Ihrer Startseite finden Sie alles, was Ihnen wichtig ist – und durch Updates in Echtzeit sind Sie immer auf dem Laufenden. Sie können Personen, Apps, Songs, Websites, Wegbeschreibungen, Spiele, Fotos, Dokumente und vieles mehr anheften. Nur Windows Phone hat Live Tiles, und nur bei Windows Phone können Sie alles anheften, was Ihnen gefällt.



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](#).

DE-DE Target

Welcher Titel ist das?

Wenn Sie im Radio oder unterwegs gute Songs hören, können Sie diese jetzt ganz leicht wiederfinden. Mit dem Windows Phone können Sie Musik, die gerade läuft, suchen und Informationen dazu abrufen, wie etwa Songtitel, Künstlername, Albumtitel und Websites, auf denen Sie den Song hören oder kaufen können.

So suchen Sie nach einer Musikaufnahme, die gerade wiedergegeben wird

1. Drücken Sie auf Ihrem Handy die Taste Suchen .
2. Halten Sie das Handy an eine Stelle, an der die gerade wiedergegebene Musik deutlich zu hören ist, und tippen Sie auf Musik .

Nach dem Scannen werden Songtitel, Künstlername, Albumtitel und Albumgrafik für erkannte Songs angezeigt.

3. Um den Song in Marketplace zu suchen, tippen Sie auf Marketplace.

In Marketplace können Sie den Song und andere Songs desselben Albums probenhören und anschließend kaufen.

Wenn Sie einen Zune Music Pass haben und der Song in Zune Marketplace verfügbar ist, können Sie den Song und andere Songs auf dem Album vollständig anhören und die Songs herunterladen. Weitere Informationen finden Sie unter [Abrufen von Musik, Videos und Podcasts von Marketplace](#).

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 adhere to the following 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 German accent.

- "r" is pronounced the German way, e.g. "Router" is pronounced as "ruhter".
- "w" is pronounced as "v" in the middle of a word, e.g. "Twitter" is pronounced as "tvitter".
- Exceptions are Microsoft product names. They are pronounced the English way. E.g. "w" is pronounced as "w", and "r" is also pronounced the English way, e.g. "Microsoft" is pronounced as "majkrosoft", "Windows" is pronounced as "Windous" ['wɪndʊʊz].

Product or Feature Name	IPA Transcription	Pronunciation in German
Windows Phone	['wɪndʊʊz 'foʊn]	windos fon
Bluetooth	['blu:tu:θ]	bluhtuf
Bing	['bɪŋ]	bing

Facebook	['feɪsbʊk]	fäiβbuk
Microsoft Tag	['maɪkroʊsɔft 'tæg]	majkrosoft tæg
Microsoft	['maɪkroʊsɔft]	majkrosoft
Xbox	['ɪksbɔks]	ix-box
Xbox Music Pass	['ɪksbɔks 'mju:zɪk 'pæs]	ix-box mjusik paaβ
Xbox Music	['ɪksbɔks 'mju:zɪk]	ix-box mjusik
Live Tile	['laɪv 'taɪl]	laif tail
Live Apps	['laɪv 'æp]	laif äps
Hub	['hʌb]	hab
Twitter	['twɪtər]	twitter
Store	['stɔr]	stoar