

# WINDOWS PHONE

## STYLE GUIDE FOR JAPANESE

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# 1. Goals of This Guide

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This document describes the tone, style and some specific translation instructions which should be used as reference during the Japanese localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

1. Windows Phone Voice
2. Language-specific guidelines on tone, style and terminology
3. UI-specific Localization Guidelines—e.g. capitalization, text overflow, punctuation
4. UA-specific style

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

## 2. The Windows Phone Voice

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

### *Genuine*

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

### *Spirited*

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

### *Balanced*

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

### *Supportive*

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

## 3. Language-Specific Guidelines

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### 3.1. General Tone & Voice—Share the Message

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

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.

Use a more informal style than the one used for other IT products; avoid using "stale" expressions which are often found in the traditional types of manuals. Instead, a professional and modern tone should be maintained in order to convey the appropriate information. The sentences should be kept fairly simple and to the point, avoiding any word-for-word translation. The localized texts should have the native Japanese feel.

The user should be addressed as "あなた", "お客様" etc. It should be omitted if the user's understanding is not affected.

### Examples:

EN US Source	Translation	Comment
There are no pictures of %1s!, or they've chosen not to share pictures with your phone.	%1s!の写真はありません。または、あなたの電話で写真を見られないように設定されています。	Usage of "あなた" is acceptable depending on the context.
Announcement	お知らせ	
Create a Group to see everyone's social updates and messages in one place.	グループを作成すれば、メンバーの最新情報やメッセージをまとめてチェックできます。	

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 Japanese. Avoid using the first person plural.

### Example:

EN US Source	Translation	Comment
We couldn't reset the phone. Try again later.	電話をリセットできませんでした。後でもう一度実行してください。	First person plural (when the phone speaks to the user) should not be included in the translated text (i.e. you shouldn't include "私たち" or similar when the source uses "we").

The plus sign (“+”) is used frequently as a linking element in the UI and in terminology for features, apps and functionalities consisting of two components or steps. The plus sign is part of the Windows Phone UI design language and should be kept in the translation. Please don’t surround it with spaces.

**Examples:**

EN US Source	Translation
music+videos	ミュージック+ビデオ
Help+Tips	ヘルプ+使い方

### 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.

- Short sentences are easy to read.
- Context comes first: screen design can influence word choice, sentence length, punctuation, etc.

**Examples:**

EN US Source	Incorrect Translation	Correct Translation
We can't download this because there's something wrong with the podcast feed.	ポッドキャストフィードに何かしらの問題があるため、これをダウンロードできません。	ポッドキャストフィードに問題があるため、ダウンロードできません。

In user interface translations, there should be no space between the English and Japanese characters in strings that have a mix of Western and Japanese characters.

In windowsphone.com translations, a single-byte spaces needs to be inserted.

**Examples:**

EN US Source	Correct UI Translation (without space)	Correct windowsphone.com translation (with single-byte space)

### 3.4. Terminology—Be Consistent

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

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

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

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

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

Also contact the project team if you come across a new app, product or feature name that is not included as part of the Windows Phone terminology. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Kid's Corner, voicemail)—even though there may be some exceptions

of features that need to stay in English. In any case, it is extremely important to always confirm localizability of any such items with the project team.

### Examples:

EN US Source	Translation	Comment
We couldn't find a match. <b>Flick</b> left or right for other results, or try a different search term.	一致する項目が見つかりませんでした。左または右に <b>フリック</b> して他の結果を確認するか、別の検索項目を試してください。	The term "flick" which appears in this string is a key Windows Phone term. The translation choice was widely researched within the existing target language mobile lingo. The approved translation for this and other Windows Phone key terms is to be found in the Windows Phone remote database.
Counts how many cells in a <b>range</b> have a value.	選択 <b>範囲</b> 内で値が含まれているセルの数を返します。	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries. In contrast with above, this is explanation for Excel's function; context being much more technical. Under such condition, IT-industry-like translation maybe used.
<b>Data Sense</b>	データセンサー	This is a Windows Phone specific feature, previously non-localizable, now fully localized. Always remember to check with the project team on localizability of new apps, product or feature names.

### 3.4.1. Naming Guidelines and Trademark Requirements

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

### 3.5. Handling Fictitious Content

Fictitious content is legally sensitive material and as such cannot be handled as a pure localization issue. When dealing with fictitious company and people names in Windows Phone, please use the list of legally approved names provided by the

Microsoft Legal department (LCA). The Windows Phone product team representative will be able to provide you with the list of legally approved names managed by LCA.

[Someone@example.com](mailto:Someone@example.com)

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

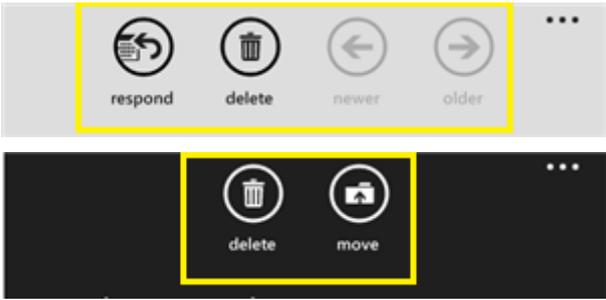
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number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

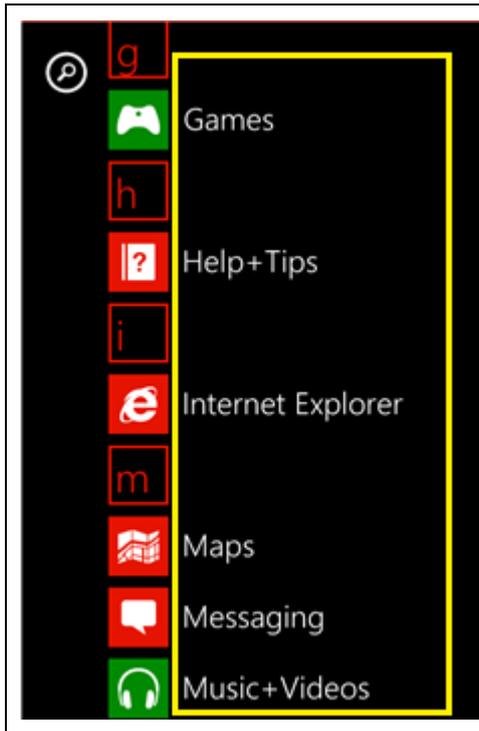
### 4.1. How to Translate UI Elements

#### 4.1.1. App Bar Icon

App bar icon	Guidelines
	<p>Wrapping: Yes            Number of lines allowed: 2            Source capitalization style: All lower</p> <p>Note: The max. number of characters per line is around 7 char. If there is a need to split a word in 2 lines, add a hyphen with no spaces for correct wrapping (never use line breaking).</p> <p>Text that names the icons on the app bar. App bar icon labels can consist of verbs, nouns, adjectives, etc. Translate verbs using taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Example:            delete - 削除</p>

#### 4.1.2. App List Item

App list item	Guidelines
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Wrapping: No

Number of lines allowed: 1

Source capitalization style: Title case

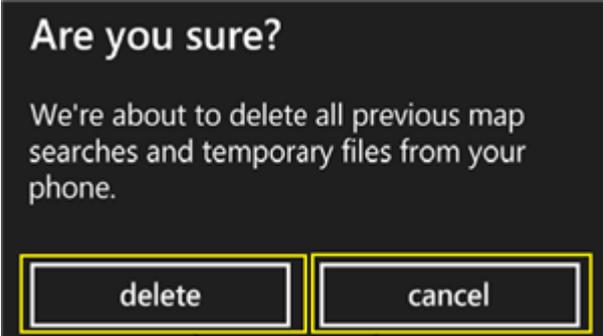
App list items are composed of app names. Some of them are trademarked and/or are not supposed to be localized (Internet Explorer, for instance). Others are descriptive app names, such as Games and Messaging, and, therefore, should be localized.

Example:

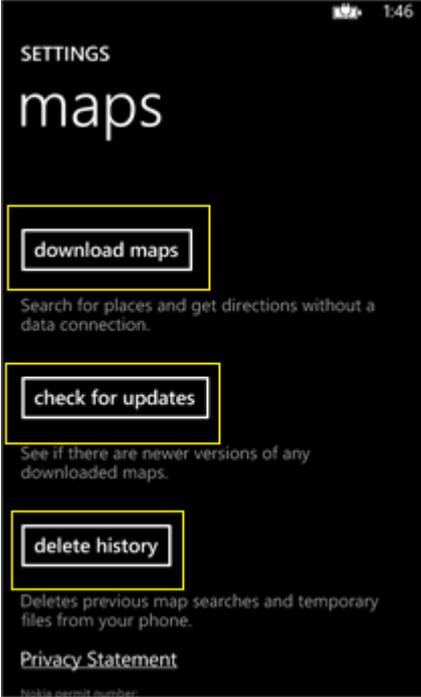
Games - ゲーム

### 4.1.3. Buttons

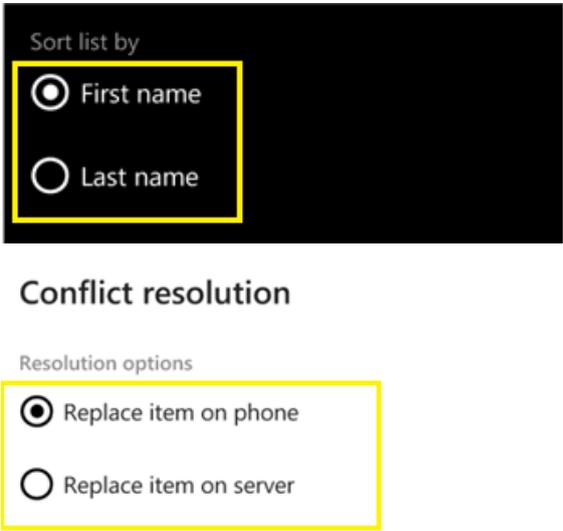
#### 4.1.3.1. Dialog Button

Dialog button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Dialog button is a type of push button that appears in dialogs, with fixed width (half of the screen). The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using taigendome, or "～する" form if more appropriate, and labels represented by nouns using noun. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Labels containing verbs: delete - 削除</li><li>- Labels represented by nouns: store - ストア</li></ul>

#### 4.1.3.2. Push Button

Push button	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: All lower</p> <p>Push buttons are used in different parts of the UI. The width is expandable up to the full width of the screen. The labels usually contain verbs and, less commonly, nouns. Translate labels represented by verbs using taigendome, or "～する" form if more appropriate, and labels represented by nouns using noun. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- Label containing verbs: check for updates - 更新を確認</li><li>- Labels represented by nouns: suggestions - おすすめ</li></ul>

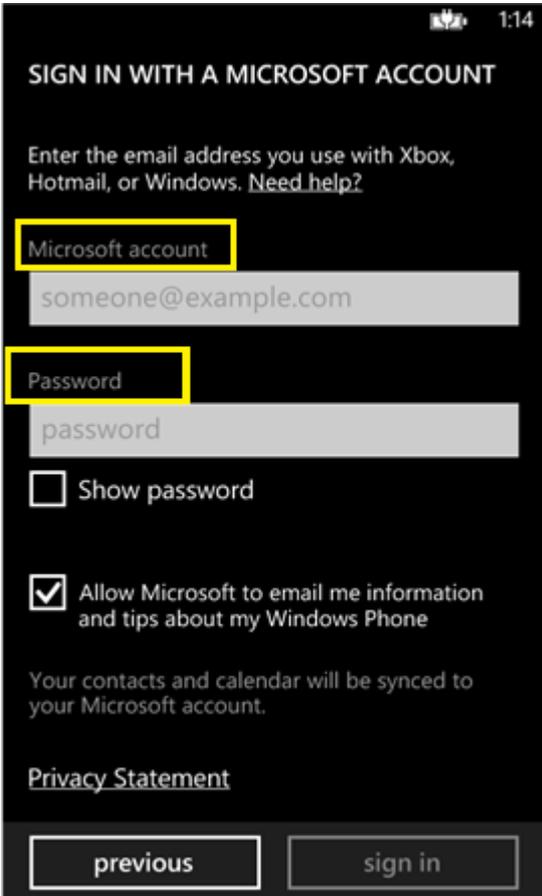
### 4.1.3.3. Radio Button

Radio button	Guidelines
 <p>Sort list by</p> <p><input checked="" type="radio"/> First name</p> <p><input type="radio"/> Last name</p> <p><b>Conflict resolution</b></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>Radio buttons represent user selection options that are mutually exclusive. There is no end period.</p> <p>Example:</p> <p>First name - 名</p> <p>When the radio button starts with a verb, use taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～". Follow the source punctuation.</p> <p>Example:</p> <p>Replace item on phone - 電話上のアイテムを置き換える</p>

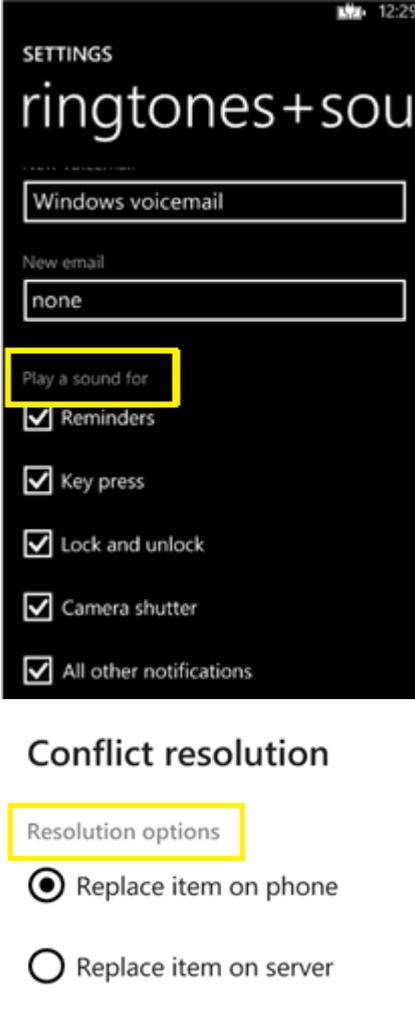
### 4.1.4. Check Box Label

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>A check box is a control that indicates whether an option is selected. When the check box label starts with a verb, use "～する" form. Follow source punctuation.</p> <p>Example:</p> <p>Use Speech when the phone is locked - 電話のロック中も音声認識を使用する</p>

#### 4.1.5. Edit Box Label

Edit box label	Guidelines
 <p>The screenshot shows a sign-in screen with the following elements: a title 'SIGN IN WITH A MICROSOFT ACCOUNT', a prompt to enter an email address, a text box containing 'someone@example.com' with the label 'Microsoft account' highlighted in yellow above it, another text box containing 'password' with the label 'Password' highlighted in yellow above it, a 'Show password' checkbox, a checked checkbox for 'Allow Microsoft to email me information and tips about my Windows Phone', a 'Privacy Statement' link, and 'previous' and 'sign in' buttons at the bottom.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Edit box labels provide a short, descriptive text above the edit box. Example: Password - パスワード</p>

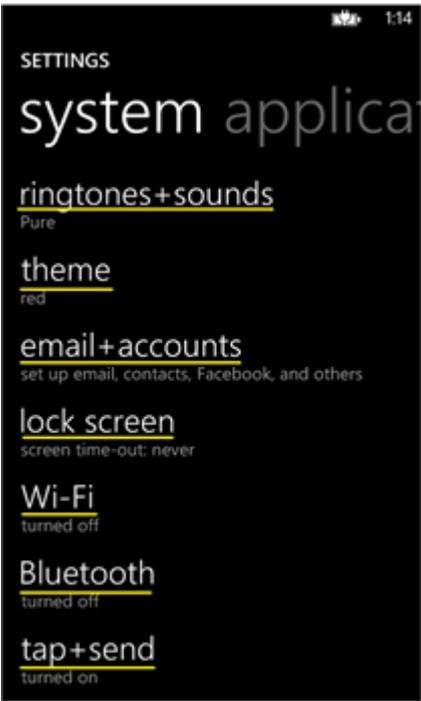
## 4.1.6. Group Label

Group label	Guidelines
 <p>The screenshot shows the Windows Phone 'Settings' app. The title is 'ringtones+sou'. There are two input fields: 'Windows voicemail' and 'New email' with the value 'none'. Below these is a section titled 'Play a sound for' (highlighted in yellow) with a list of notification types, each with a checked checkbox: Reminders, Key press, Lock and unlock, Camera shutter, and All other notifications. Below that is a section titled 'Conflict resolution' with a sub-section 'Resolution options' (highlighted in yellow) containing two radio button options: 'Replace item on phone' (selected) and 'Replace item on server'.</p>	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>A group label precedes a list of check boxes or radio buttons. It normally starts with a verb. Translate the verb using "～する" form.</p> <p>Examples Play a sound for - 音で知らせる</p> <p>When the group label consists of a noun, use noun.</p> <p>Example: Resolution options - 解決オプション</p>

#### 4.1.7. Hub Title

Hub title	Guidelines
 <p>The screenshot shows a Windows Phone Hub titled "photos" in white lowercase text on a dark background. Below the title are several tiles: "camera roll", "albums", "date", "people", "favorites", "what's new" (with a sub-tile for "Cesar Garcia"), and "apps" (with a sub-tile for "Joy Miller").</p>	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>A Hub is a place to access a set of related content and experiences on the phone. It brings together apps, services and content of the same theme.</p> <p>Example:            photos - フォト</p>

#### 4.1.8. List Item in Settings

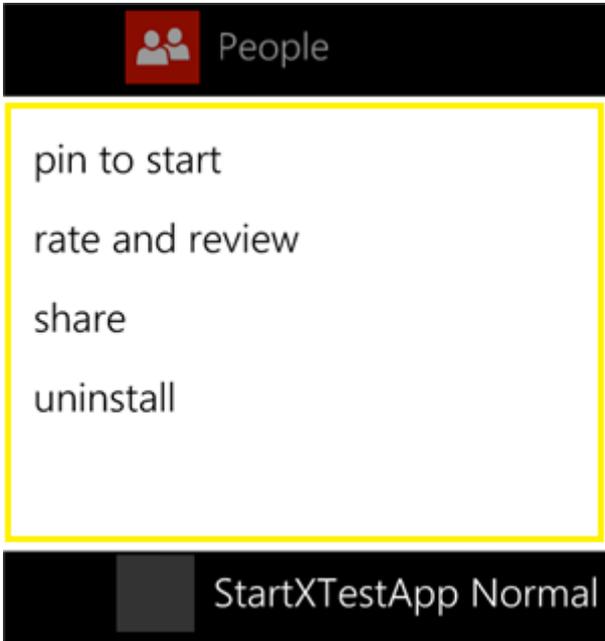
List item in Settings	Guidelines
 <p>The screenshot shows the "SETTINGS" screen with a list of items: "system applica", "ringtones+sounds" (with subtext "Pure"), "theme" (with subtext "red"), "email+accounts" (with subtext "set up email, contacts, Facebook, and others"), "lock screen" (with subtext "screen time-out: never"), "Wi-Fi" (with subtext "turned off"), "Bluetooth" (with subtext "turned off"), and "tap+send" (with subtext "turned on").</p>	<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 - メール+アカウント</p>

## 4.1.9. Menu Items

### 4.1.9.1. Application Menu Item

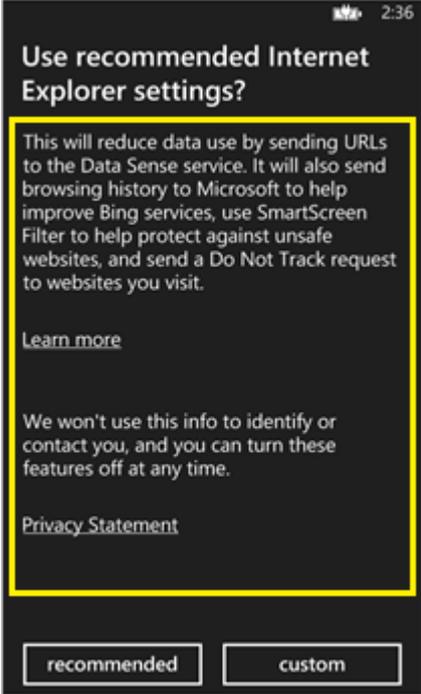
Application menu item	Guidelines
 <p>The screenshot shows a mobile application interface with a top navigation bar containing icons for 'respond', 'delete', 'newer', and 'older', along with a three-dot menu icon. Below this, a menu is displayed with three items: 'toggle flag', 'mark as unread', and 'move'. The menu items are highlighted with a yellow border.</p>	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>Application menu items are further actions related to the window. They are composed of verbs and do not contain end period. Translate application menu item strings using taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Examples:            mark as unread - 未読にする</p>

### 4.1.9.2. Context Menu Item

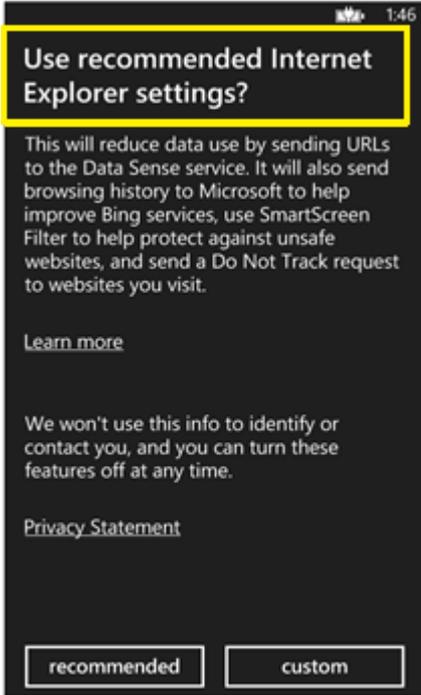
Context menu item	Guidelines
 <p>The screenshot shows a mobile application interface with a top navigation bar containing a 'People' icon and the text 'People'. Below this, a context menu is displayed with four items: 'pin to start', 'rate and review', 'share', and 'uninstall'. The menu items are highlighted with a yellow border. At the bottom of the screen, the text 'StartXTestApp Normal' is visible.</p>	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>A context menu contains menu items related to the screen. They are composed of verbs and do not contain end period. Translate using taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Example:            rate and review - 評価とレビュー</p>

## 4.1.10. Message Box

### 4.1.10.1. Message Box Body

Message box body	Guidelines
 <p>Use recommended Internet Explorer settings?</p> <p>This will reduce data use by sending URLs to the Data Sense service. It will also send browsing history to Microsoft to help improve Bing services, use SmartScreen Filter to help protect against unsafe websites, and send a Do Not Track request to websites you visit.</p> <p><a href="#">Learn more</a></p> <p>We won't use this info to identify or contact you, and you can turn these features off at any time.</p> <p><a href="#">Privacy Statement</a></p> <p>recommended custom</p>	<p>Wrapping: Yes Number of lines allowed: Unlimited Source capitalization style: Sentence case</p>

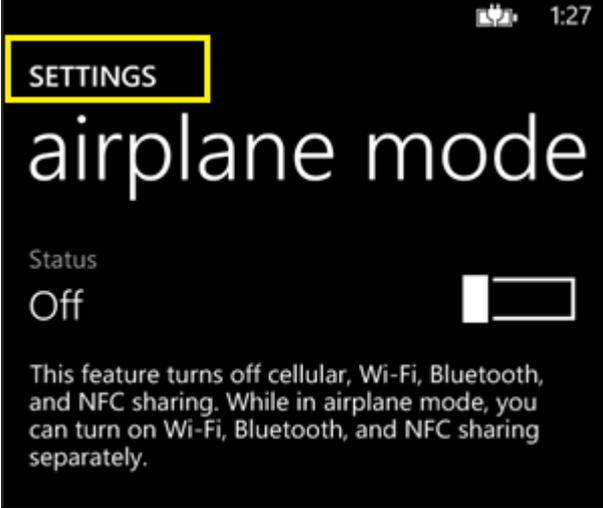
4.1.10.2. Message Box Header

Message box header (dialog title)	Guidelines
	<p>Wrapping: Yes            Number of lines allowed: 2            Source capitalization style: Sentence case</p> <p>When message box headers start with a verb, please use conjugation, not infinitive.</p> <p>Example:            Use recommended Internet Explorer settings?            - Internet Explorer の推奨設定を使用しますか?            (not " Internet Explorer の推奨設定を使用?")</p>

4.1.11. Notification Toast

Notification toast	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: Sentence case</p> <p>A notification toast is a transient message containing relevant, time-sensitive information and provides quick access to the subject of that content in an app. Truncation is acceptable if the meaning can be understood.</p> <p>Example:  <b>Wi-Fi available</b> Connect?- <b>Wi-Fi が利用可能です</b> 接続しますか?</p>

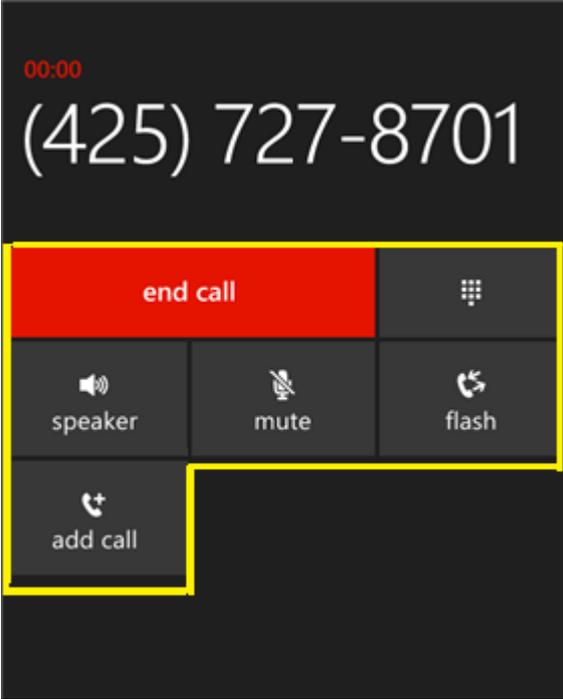
#### 4.1.12. Page Title

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

#### 4.1.13. Pane Section Title

Pane section title	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>Pane section title refers to the strings that are usually below the Hub title. Unlike the pivot titles, pane section titles cannot overflow to the next screen. Truncation is not allowed.</p> <p>Example:            categories - カテゴリ</p>

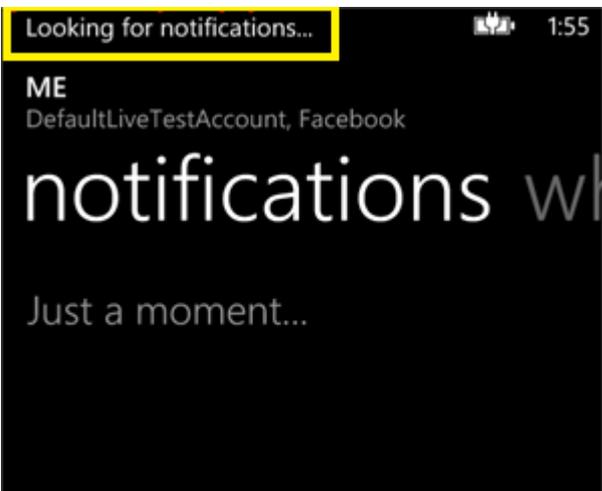
#### 4.1.14. Phone Control Label

Phone control label	Guidelines
 <p>The screenshot shows a call interface with a black background. At the top left, a red timer displays '00:00'. Below it, the phone number '(425) 727-8701' is shown in large white text. A control panel is visible below the number, featuring several buttons: a red 'end call' button, a grid icon, a 'speaker' button with a speaker icon, a 'mute' button with a microphone icon, a 'flash' button with a flash icon, and an 'add call' button with a plus icon. A yellow border highlights the 'end call', 'speaker', 'mute', 'flash', and 'add call' buttons.</p>	<p>Wrapping: Yes            Number of lines allowed: 2            Source capitalization style: All lower</p> <p>If the phone control label is composed of a noun, translate it as noun.</p> <p>Example: speaker - スピーカー</p> <p>If the source phone control label contains a verbal form, translate using taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Example:            add call - 参加者を追加</p>

#### 4.1.15. Pivot Item

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

#### 4.1.16. Progress Indicator Text

Progress indicator text	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: Sentence case</p> <p>Progress indicator strings describe the status of a function. They are composed of verbs in the gerund form and normally end with ellipsis (...) to indicate progress. Translate using "~しています..." or "~中...". Keep the ellipsis (three periods) following the source text, but use 3 half-width middle dots (U+00B7).</p> <p>Example:            Looking for notifications... - 通知を探しています...</p>

#### 4.1.17. Text Box

Text box	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: All lower</p> <p>A text box contains user input text, such as messaging box, caption box, etc.            Translate using taigendome, or "～する" form if more appropriate. When using taigendome, use the style "～を～" rather than "～の～".</p> <p>Example:            type a message - メッセージを入力</p>

#### 4.1.18. Tile Label

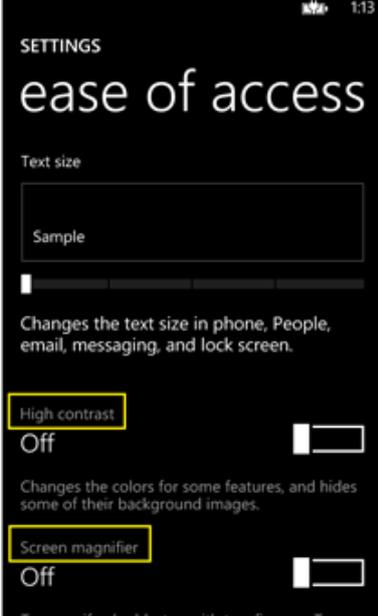
Tile label	Guidelines
	<p>Wrapping: No            Number of lines allowed: 1            Source capitalization style: Sentence case (except for proper nouns)</p> <p>A tile is a moveable object on Start screen that links to apps, Hubs, or other content or pages.</p> <p>Examples:            Photos - フォ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

## 4.1.19. Toggle Switch

### 4.1.19.1. Toggle Switch Label

Toggle switch label	Guidelines
	<p>Wrapping: No Number of lines allowed: 1 Source capitalization style: Sentence case</p> <p>Translate the toggle switch label strings as adverbs.</p> <p>Note: The On/Off strings do not represent an action, but a state. For example: "On", under "Chat backup" means that the feature "Chat backup" is on.</p> <p>Examples: On - オン Off - オフ</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</p> <p>Example: High contrast - ハイコントラスト</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

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

#### Description

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

#### Translation Strategy

For Japanese, references to UI elements within UI strings should be translated using brackets [ ] surrounding the UI elements. As a result, the translation of the source string in the example above would be as follows.

#### Translation

メールアドレスとパスワードが正しいことを確認してから、[サインイン]をタップしてください。

### 4.3. Text Overflow

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

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

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

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

#### **Examples:**

Control—Label with Title1Style



### 4.4. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Japanese follows the source in this respect, depending on the UI element. 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:

- panorama title
- panorama section title
- keyboard words (except language key) in alphabet

Use only alphabet (in lowercase) in these UI elements to keep the marketing design.

Do not include Katakana, Hiragana, or Kanji.

For other UI elements, use the most commonly used case.

Exceptions:

- Proper nouns and branded names are excluded from this rule and should follow the appropriate English capitalization.

#### **Sentence case:**

Please always follow source capitalization when sentence case is applied.

#### **Title Case:**

Since Japanese characters cannot be capitalized, the capitalization rules apply only when a text is left in English, such as in product names, etc. What follows is a summary of the Windows Phone-specific capitalization style applicable to the EN US source.

The following UI elements appear in Title Case when using English text as translations:

- Photo Album Titles
- Tiles, Hubs, Cards (Live Tiles, People Hub, Me Card). These are translated to People, Pictures, Me, etc.

Each word is capitalized. For example: **Music+Videos**

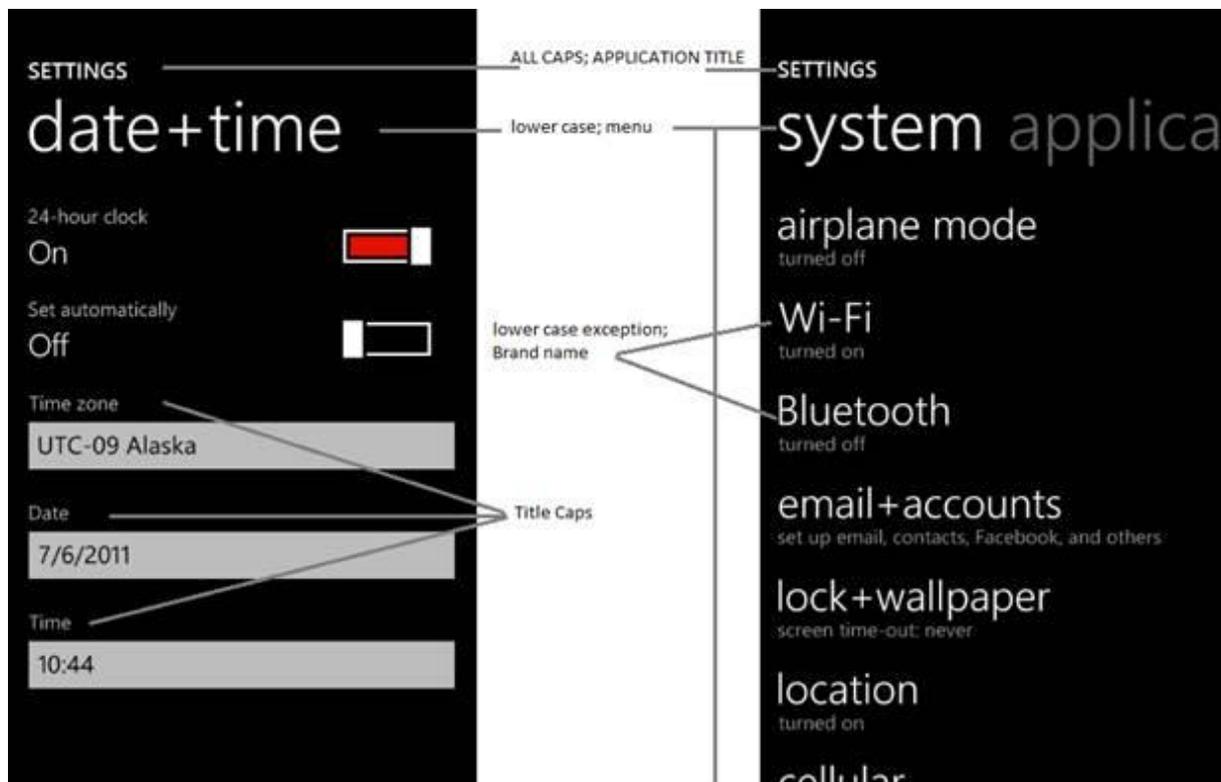
#### **ALL CAPS:**

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 Japanese.

#### 4.5. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use the language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Translate interjections descriptively, or drop them altogether if the source uses them in combination with other sentences and they are unnecessary.

## Examples:

EN US Source	Incorrect Translation	Correct Translation
We're having trouble downloading this document.	このドキュメントのダウンロードに問題が起きています。	このドキュメントをダウンロードできません。
Listening for music...	楽曲を聴いています...	読み込んでいます...
Oops! You already responded from somewhere else.	おっと! 既に別の人に返信済みです。	既に別の人に返信済みです。

## 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.
- Do not use spaces between double-byte and single-byte characters.

Exception: Add a space after a colon (only when a sentence or a word follows it)

- Do not use spaces between katakana words.
- If the EN US source contains an ellipsis (...), please translate it using 3 half-width middle dots (U+00B7). This is necessary for the ellipsis to display correctly in the portrait mode.

## Examples:

EN US Source	Translation	Comment
Success! Facebook is now on your phone.	これで Facebook が使えるようになりました。	"Success!" should be replaced with more common expressions, and an exclamation mark is unnecessary.
screen time-out: 1 min	画面タイムアウト: 1 分	See the usage of spaces here.

## 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
We can't find this gamertag. Did you type it correctly?	このゲーマータグが見つかりません。 正しく入力しましたか?	このゲーマータグが見つかりません。 スペルを確認してください。
No one has reviewed this yet	まだだれもレビューしていません	レビューはまだありません

## 4.8. Handling Input from External Stakeholders

Analyze the feedback provided by mobile operators, Microsoft subsidiary contacts, and other relevant parties. If any changes are needed to be implemented in the product resulting from external stakeholder feedback (such as a terminology change or any other linguistic change), please discuss the changes with the Microsoft Project Manager first. After getting the approval, the reference material should be updated with the latest approved changes.

## 5. Windowsphone.com

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Please explore the already published windowsphone.com pages for Japanese at the following location: <http://www.microsoft.com/windowsphone/ja-jp/default.aspx>

### 5.1. General

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

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

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

### 5.2. Terminology

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

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

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

Other aspects to take into account:

**Rigid term-to-term approach:** Rework for fluency/adherence to basic guidelines of tone and voice. For high-visibility terms, always do a reality check—“Can that sound awkward or incorrect in Japanese? 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="お気に入りアイコン  
"/>.
```

### 5.3.2. Topic Titles

Topic titles should be translated in a direct, friendly tone that makes the users understand instantly what the topic is about. Decide on the use of taigendome according to how natural it sounds in the context.

Topic title in English	Context	Japanese
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 taigendome in "～の～" form.</p> <p>写真とビデオの撮影、編集、および共有</p>
Create and share	<p>Create and share</p> <p>Fix a pic Picture less than perfect? Tap More &gt; Edit. You can rotate it, crop it, or apply common fixes in just one tap.</p> <p>Text your location Let folks know where you're at; start a text, then tap More &gt; Attach &gt; My location.</p>	<p>Use taigendome.</p> <p>作成と共有</p>

### 5.3.3. References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Japanese, references to UI options should be localized using brackets [ ] surrounding the UI elements.

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	電話を切るには <b>[通話終了]</b> をタップします	

On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	スタート画面で左にフリックして [設定] をタップし、次に [メール + アカウント] をタップします。	Note that "Start" is not a UI text but a general name of the screen. In that case you should translate it without brackets.
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### 5.3.4. Mix of Western and Japanese Characters

Please insert a single-byte space between Western and Japanese characters in strings with mixed script. This style rule should be followed in windowsphone.com and other UA translations, but not in UI translations.

## 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
<p>Stay closer to the people and things you care about</p> <p>Pin your favorites</p> <p>Love it? Pin it to your Start screen—people, apps, music, and more.</p> <p>Make it yours</p> <p>Move and resize your Live Tiles and change colors to suit your fancy.</p>
Japanese
<p>大切な人々やイベントをもっと身近に</p> <p>お気に入りを追加</p> <p>お気に入りですか? 人、アプリ、ミュージックなどをスタート画面に追加できます。</p> <p>あなた好みに</p>

お好みに合わせて、Live Tile を移動したり、サイズや色を変えることができます。

## 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](#).

### Japanese

#### 曲名を調べる

ラジオや外出先で聞いた曲でも、もう曲名に悩むことはありません。Windows Phone に Bing Music が組み込まれているため、再生中のミュージックを検索して、曲のタイトル、アーティスト、アルバム、再生方法、購入方法などの詳細情報を確認できます。

録音音源による再生中のミュージックを検索するには

1. 電話の **[検索]**  ボタンを押します。
2. ミュージックが再生されているときに、明瞭に聞こえる場所に電話を置き、**[ミュージック]**

 をタップします。

電話でミュージックがスキャンされ、認識された曲について、曲のタイトル、アーティスト、アルバムのタイトル、アルバムアートが表示されます。

3. Xbox Music ストアで曲を検索するには、**[ストア]** をタップします。

ストアでは、曲やアルバムの他の曲をプレビューし、気に入ったら購入できます。

Xbox Music パスをお持ちで、曲を Xbox Music ストアで入手できる場合は、曲全体を聴いたりダウンロードしたりすることができます。アルバムの他の曲も聞いたりダウンロードしたりできます。詳細については、「ストアでのミュージックとポッドキャストの入手」を参照してください。

## 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.