

WINDOWS PHONE

STYLE GUIDE FOR SIMPLIFIED CHINESE

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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 Simplified Chinese localization of Windows Phone and its documentation. Windows Phone is a unique project as regards tone, style and terminology usage. The main goal of this guide is to help the translator understand and learn how to deal with all its linguistic and stylistic nuances during localization.

There are 4 main focus areas in this guide:

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

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

2. The Windows Phone Voice

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

Genuine

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

Spirited

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

Balanced

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

Supportive

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

3. Language-Specific Guidelines

3.1. General Tone & Voice—Share the Message

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

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

3.2. Style—Help Deliver the Voice

The style is direct and personal. Use straightforward translations and keep the user always in mind. The language used should sound natural.

For Simplified Chinese, the formal second person is to be used with the following considerations:

- a) Use "您" instead of "你" to express respect to the user.
- b) Follow the rules of conciseness and clarity. Use "您" only if it is necessary.

Minimize the occurrence of "您" in UI and documentation.

The characters "&", "+" appear frequently in the source as connectors. The ampersand character should be localized using the Chinese preposition "and" (和). The plus symbol ("+") is part of the design language of the phone and saves space, so it should be preserved in the translation based on the decision of Microsoft. This was not always the case.

Examples:

EN US Source	Translation
BROWSER & SEARCH LANGUAGE	浏览器和搜索引擎语言

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.

Keep the following general points in mind:

- Be straightforward and concise. Avoid redundancy.
- Be accurate but not over-exhaustive, as it might harm legibility.
- Avoid slang and be careful with colloquialisms.
- Make sure explanations are pleasant to read.
- Make the complicated uncomplicated without oversimplifying: focus on essentials.

Examples:

EN US Source	Incorrect Translation	Correct Translation	Comment
Use Find My Phone to ring it, lock it, erase it, or find it on a map. All for free.	使用“查找我的手机”功能可以呼叫、锁定和擦除您的手机，或在地图上寻找。完全免费。	利用“查找我的手机”功能，您可以拨打、锁定自己的手机，并且可以清除手机上的内容；或者，在地图上确定该手机的位置。整个过程完全免费！	Make sure the explanations are direct, accurate and easy to understand.
Change your phone's background and <AccentColorStyle>accent color</AccentColorStyle> to match your mood today, this week, or all month.	更换手机背景和 <AccentColorStyle>强调色 </AccentColorStyle>，匹配您当天、本周或整月的心情。	您可以更换手机的背景色和 <AccentColorStyle>主题色 </AccentColorStyle>，让手机的色彩效果与您当天、本周或整月的心情相呼应。	Make sure the explanations are pleasant to read.

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. 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.

Microsoft standard terminology should be used in conjunction with other Microsoft products as secondary source of reference. The [Microsoft Language Portal](#) contains terminology and user interface translations used in Microsoft international products. Product names are normally not translated (e.g. Windows Phone). Feature names can usually be translated (e.g. Quick Share Account, voicemail)—even though there may be some exceptions of features that need to stay in English (e.g. Microsoft Tellme).

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.	找不到匹配项。请向左或向右轻拂以获取其他结果，或尝试不同的搜索条件。	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.	计算区域中共有多少单元格包含数值。	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
Microsoft Tellme	Microsoft Tellme	This is a Windows Phone specific feature, non-localizable.

3.5. Handling Fictitious Content

[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" should stay as-is for Simplified Chinese, so the fictitious address will be the same as in EN-US ([someone@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. Windows Phone UI for EA Languages

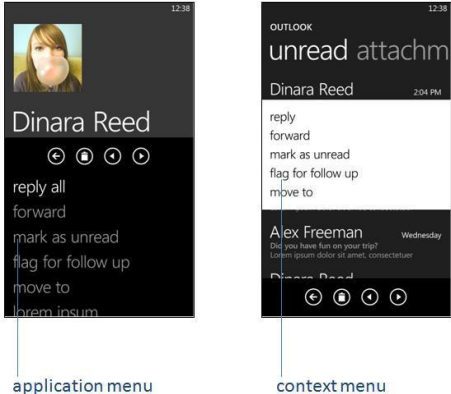
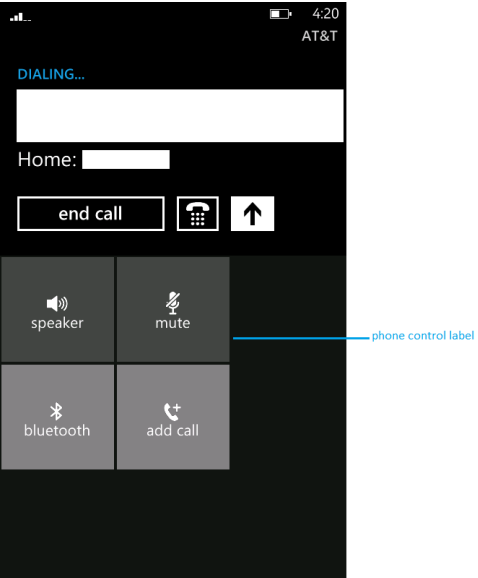
Celebrating typography is the most important design principle of Windows Phone UI design.

In order to achieve the best quality print design, Windows Phone applied EA UI design for Japanese, Chinese Simplified and Chinese Traditional languages.

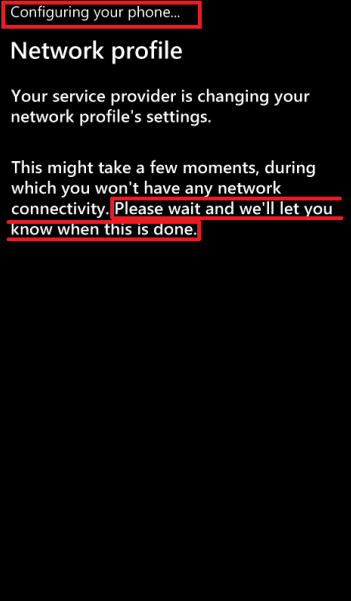
Windows Phone EA UI design provides a more engaging, yet differentiated UX experience while not compromising the functional aspect of the screens by applying the mix of horizontal and vertical text only to certain targeted scenarios such as Date picker, Lock screen, Calendar Month View, Incoming Call, Messaging Chat Card, Email Read Card, What's new feeds on Pictures & People and Hub menu items on Music+Videos & Pictures. Some examples of Windows Phone EA UI design are as below:



4.2. How to Translate UI Elements

UI Element	UI Interface	Required Translation
<p>Menus (application and context menus)</p>		<p>The application and context menu UI texts in the screenshot on the left should be translated using the imperative structure.</p> <p>Examples:</p> <p>reply all - 全部答复</p> <p>mark as unread - 标记为未读</p> <p>Use identical or similar localization style for multiple paralleled UI texts which appear in the same menu. For example, if most UI items in one context menu have a certain structure, e.g. a verb comes first followed by a noun, other UI items within this context menu should have the same structure as well.</p>
<p>Phone control labels</p>		<p>If there are nouns in source, translate them as nouns.</p> <p>Example:</p> <p>speaker - 扬声器</p> <p>bluetooth - 蓝牙</p> <p>If the source contains verbal forms (e.g. add call), translate using the imperative structure.</p> <p>Example:</p> <p>mute - 静音</p> <p>add call - 添加通话人</p>

Progress indicator



Progress indicator texts should be localized in the progressive tense. The ellipsis (three periods) should also be preserved, but it must be translated using 3 half-width middle dots (U+00B7). For example:

Configuring your phone... -
正在配置您的手机•••

If the source contains a structure in the first person plural, the decision whether to keep the sentence in the first person plural or use an impersonal structure will depend on the context. Generally, an impersonal structure should be used for error messages.

Examples:

Please wait and we'll let you know when this is done. -
请稍候，我们将提醒您该过程的结束时间。

(error messages)

We're having trouble downloading this document. - 下载此文档时遇到问题。

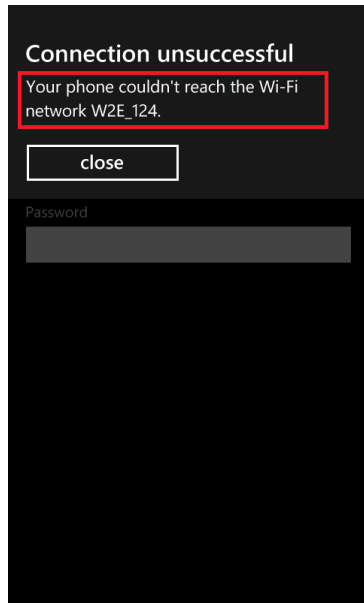
We can't display the document. The document on the server might have been renamed, moved, or deleted. Or you might not have permission to access the document.

无法显示此文档。服务器上的此文档可能已被重命名、移动或删除。或者，您可能不具备访问此文档的权限。

We can't connect to SkyDrive because of network problems. Check your cellular data or Wi-Fi connection.

由于出现网络问题，无法连接到 SkyDrive。请检查您的手机网络数据或 Wi-Fi 连接

Message box content
(includes dialog and error messages)



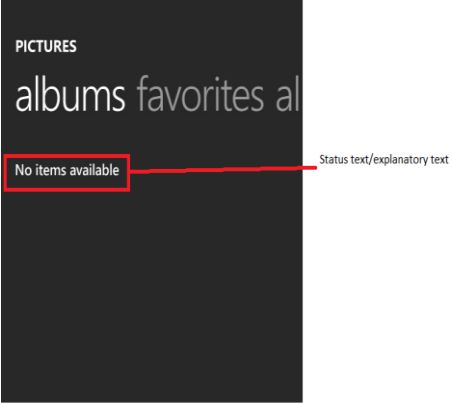
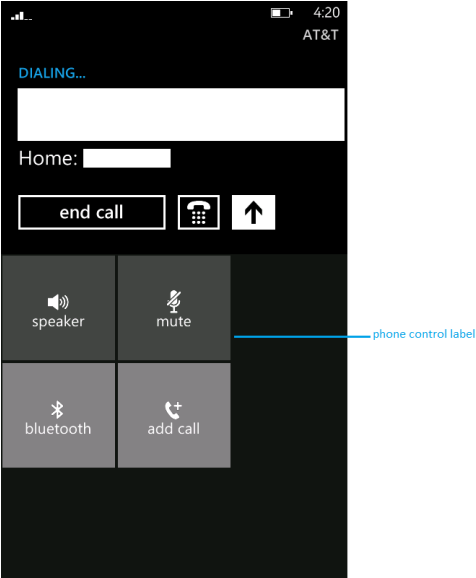
Research indicates that people don't spend too much time on lengthy text in a message, so the translator should concentrate on the key points, and use concise solutions with little or no redundancy.

As for the possessive pronoun "your", please localize it as "您的" based on the context and the rule defined above. If the message is unambiguous, you can omit the possessive pronoun in the translation.

Examples:

Your phone couldn't reach the Wi-Fi network {0}.

您的手机无法连接到 Wi-Fi 网络 {0}。

<p>Status/ notification main text and any explanatory text</p>	 	<ol style="list-style-type: none"> <p>Source: No items available</p> <p>Translation: 没有图片</p> <p>Please translate the string using a concise and distinct verb-object word group.</p> <p>Source: No alarms set</p> <p>Translation: 未设置闹钟</p> <p>Please translate the string using a concise and distinct verb-object word group.</p> <p>Status messages describing the activity done by the phone should be translated as follows: "DIALING..." in the example on the left represents a progress indicator, and should be localized as "正在拨号...", expressing the progressive meaning.</p> <p>The verbal form and structure to use depend on the properties of the status/notification text.</p>
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4.2.1. 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 1st letter of each word is capitalized. This is why in the source example above “Sign In” appears in title casing.

Translation Strategy

For Simplified Chinese, references to UI elements within UI strings should be translated using the Chinese double quotation marks enclosing the UI element. As a result, the translation of the source string in the example above would be as follows.

Translation

请确保您的电子邮件地址和密码正确，然后点按“登录”。

4.3. Text Overflow

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

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

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

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

Example:

Control—Label with Title1Style



4.4. Capitalization—Mind the Case

Simplified Chinese does not face most of the capitalization issues because Chinese characters cannot be capitalized. However, please pay attention to the following exceptions and cases of All CAPS.

Exceptions:

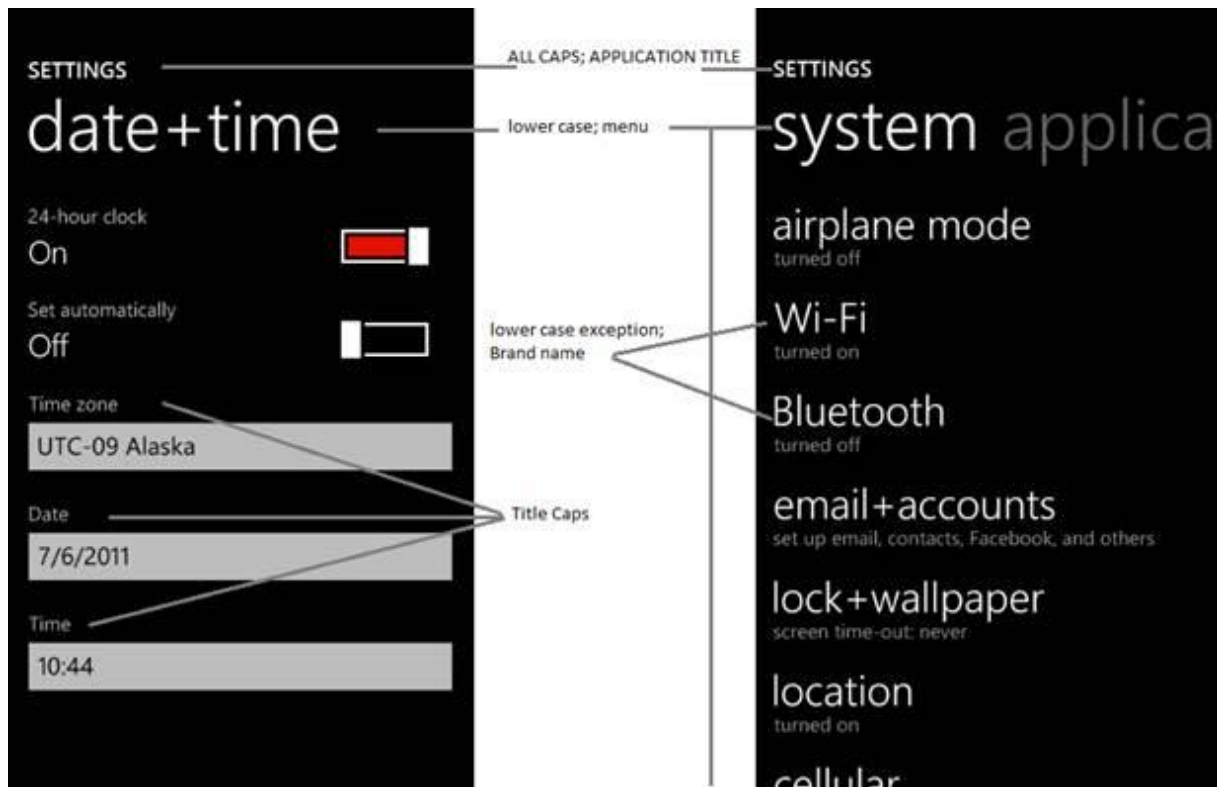
- If you have a branded name or a trademark, use the appropriate capitalization as per the source.
- Proper names are excluded from this rule and should follow the appropriate capitalization.

ALL CAPS:

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

- PAGE/APPLICATION TITLE
- DIALPAD LABEL

Examples:



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

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 interjection (Aha!, Oops!, etc.) in a proper and commonly used style, such as 哎呀、糟糕.
- "Available" should be translated according to the context. It should not always be translated as "可用的". When referring to a person, use "有空". When referring to an item like a feature, image or information, translate according to the context, for example as "有".

Examples:

EN US Source	Incorrect Translation	Correct Translation	Comment
People	联系人	人脉	The "people" hub or application includes all contacts, their profile information, and their social network feeds.
Internet Sharing	Internet 共享	网络共用	Internet Sharing means that the mobile device can be used as a modem for the laptop or desktop. It allows the desktop/laptop to use the same internet connection as the device, be it Wi-Fi or cellular.

4.6. Punctuation—Divide and Conquer

- If one source sentence is a bit long, divide it into several shorter sentences, but keep the correct logical order and hierarchy in the translation.
- Don't overuse exclamation marks. Choose stronger words.
- Keep the ellipsis (three periods) when it is used in the source, but translate it using 3 half-width middle dots (U+00B7). This is necessary for the ellipsis to display correctly in the portrait mode..

Example:

EN US Source	Translation	Comment
Uploaded %1MB of %2MB	已上传 %1MB (共 %2MB)	Add parentheses to describe the total size.
One way to clue in users about the purpose of a <languageKeyword>TextBo x</languageKeyword> is to use textual prompts inside the <languageKeyword>TextBo	向用户提示 <languageKeyword>TextBox </languageKeyword> 的用途时，可以选用这样的方法：在 <languageKeyword>TextBox </languageKeyword> 控件内使用文本提示信息。	Divide a long sentence into several shorter sentences.

x</languageKeyword> itself.		
Get more with Gold!	金会员尊享更多服务!	Follow the source punctuation in exclamations.
Searching...	正在搜索...	Use the ellipsis (3 half-width middle dots) to indicate an action in progress.

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.

Examples:

EN US Source	Incorrect Translation	Correct Translation	Comment
linked inboxes	链接的收件箱	联合收件箱	According to the context of the screen and the term definition, this term means the user can link two accounts together to be handled by the same e-mail client, i.e. instead of hopping back and forth between Windows Live and Outlook the user can get all messages in one UI. Please avoid literal translation.
directions list	方向列表	路线列表	From the context of the screen, the source term "directions" signifies driving directions to a place, instead of "orientation".
Home Network	家庭网络	本地网络	According to the context of the screen, this term signifies the user's local

			network, not the family network.
<link>Have more than one? </link>	<link>有 不只一个 吗? </link>	<link>有 多个 Windows Live ID 吗? </link>	According to the context and instruction, this refers to Windows Live IDs, so it is recommended to describe the meaning completely.
Achievement unlocked	解锁成绩	成就攻略	An Achievement is a game-defined goal that is stored and displayed in a user's profile. Unlocking achievements means earning them by reaching those goals. An example can be getting access to a faster car in a racing game, or bigger weapons in a shooter game.
Typing improvements	键入改进	改善键入操作的体验	The original translation "键入改进" is literal and might confuse the end-user. The localizer needs to comprehend the source meaning first and then choose an accurate translation.
Screen times out after	屏幕 待机 时间	屏幕 锁定 时间	The translation "待机时间" might sounds ambiguous and might cause misunderstanding, because "待机时间" is sometimes used to mean battery life. "Screen times out after" means that the Windows Phone screen will be locked after the specified time and the user will need to flick the slider to unlock it. Thus "锁定时间" is more appropriate.
6+ characters, case sensitive		不少于 6 个字符且区分大小写	According to the context, an action is required, so this should be localized as a verb phrase, rather than a noun phrase.

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

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.

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 Simplified Chinese? 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="收藏夹图标"/>.
```

5.3.2. Topic Titles

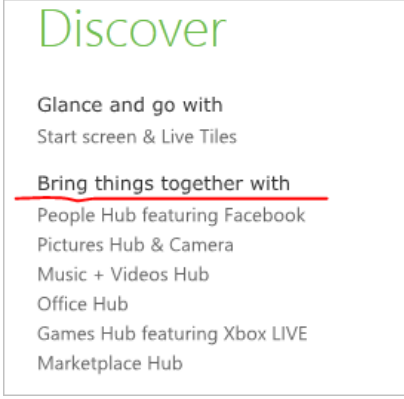
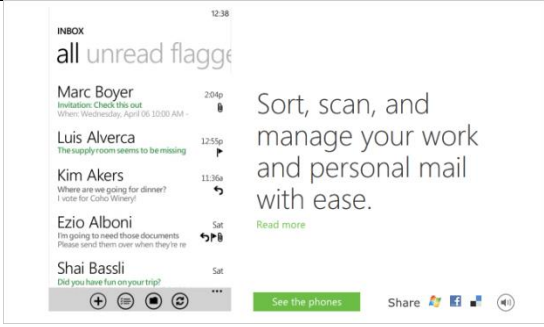
Acting as a summary of a whole page or paragraph, the title should be localized in a precise, straight-forward and concise manner.

If the title consists of common words and no reference is made to the Windows Phone product (as in, e.g. “Bring things together with...”), don’t translate such a title literally because the translation may sound abstract. In this case, take into account the

implied meaning of the title along with the context (the whole page), and use the appropriate words and phrases to express it.

If a title contains several paralleled verbs (e.g. "Sort, scan and manage...") and some paralleled nouns (e.g. work and personal mail), pay special attention to the localization of the coordinating conjunction "and". Use "和" and "并" for the conjunction of several paralleled verbs and use "及" for connecting nouns. The purpose is to highlight and emphasize the effects of verbs.

Please translate similarly structured titles consistently (e.g. "How to..." or "Working with...").

Topic Title in English	Context	Simplified Chinese
Bring things together with		掌控您的个人世界
Sort, scan, and manage your work and personal mail with ease.		轻松分类、扫描和管理您的工作邮件及私人邮件。

5.3.3. References to UI Elements

In windowsphone.com, the EN US source uses sentence casing to indicate references to UI elements. For Simplified Chinese, references to UI options should be localized using Chinese double quotation marks enclosing the UI element.

Examples:

EN US Source	Translation	Comment
Tap End call to hang up	点按“结束通话”以挂断电话	Keep the translation of the UI reference consistent with the actual UI translation, and enclose it in the Chinese double quotation marks.
On Start , flick left to the App list, tap Settings , and then tap Email + accounts .	在“开始”屏幕上，向左侧轻拂以转至“应用”列表，点按“设置”，然后点按“电子邮件 + 帐户”。	Please pay extra attention to the order or hierarchy of multiple UI references, the sequence of the localized UI references should be the same as that of the actual UIs.

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

功能揭秘

一款独领风骚的手机 – “动态磁贴”功能可以让您迅速看到自己关注的内容！

“开始”屏幕作为 Windows Phone 的首页，允许您快速定制并可以持续保持更新。您稍加一瞥，即可纵观全局。根据您的选定的各项应用，“开始”屏幕中的“动态磁贴”功能可以生动地显示出等待处理的消息和约会、新闻及天气情况，或游戏和朋友的状态 – 所有这些都是通过 Web 无线刷新而实现的。不仅如此，您还可以亲自动手设计：将人脉关系、各项应用、播放列表、图片和其他收藏夹固定到“开始”屏幕，使它们时刻处于您指尖的掌控之中！

Discover

Glance and go with
Start screen & Live Tiles

Bring things together with
People Hub featuring Facebook
Pictures Hub & Camera
Music + Videos Hub
Office Hub
Games Hub featuring Xbox LIVE
Marketplace Hub

Make life easier with
Search & Maps featuring Bing
Email featuring Outlook Mobile
Calendar
Internet Explorer Mobile



Quickly customized and constantly updated, the Start screen is home on Windows Phone 7. One glance tells you what's going on, what's happening next, what you've missed. Depending on the app, Start's animated Live Tiles might show pending messages and appointments, news and weather, or game and friend status—all refreshed wirelessly via the web. It's also yours to decorate: pin people, apps, playlists, pictures, and other favorites to Start so they're always at your fingertips.

[Back](#)

[See the phones](#)

Share 

5.4.2. Help and How-to Text

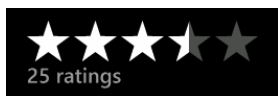
Rate and review apps

Release your inner critic and let the world know what you think about an app or game, whether you're taking it for a test drive or you've added it to your collection.

To rate and review an app

1. On Start, flick left to the App list, and then find your app.
2. Tap and hold on the app, and then tap Rate and review.
3. Tap some stars to rate it, tap the text box to write your review, and then tap Submit.

You should see your review at the top of the list after a few minutes.



Stars you tap to rate an app

对某项应用打分并评价

您可以敞开心扉，直言不讳地说出对某项应用或游戏的看法，并让大家知晓您是在试用该项应用或游戏，还是已将其添加到收藏夹或游戏集锦中。

对某项应用打分并评价

1. 在“开始”屏幕上，向左侧轻拂以转至“应用”列表，然后找到您需要的应用。
2. 长按该项应用，然后点按“打分并评价”。
3. 点按一些星号以提供您的评分，点按文本框可以写下您的评价，然后点按“提交”。

几分钟以后，您就可以在列表的顶部看到自己的评价。



对某项应用打分时点按的星号

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.
- The translation is accurate and not literal.

Examples:

EN US Source	Incorrect Translation	Correct Translation	Comment
Like all the connections in your life, when you've made the right one, everything else seems to fall into place.	如同生活中的所有连接，当您完成一个正确连接时，一切似乎变得有条不紊。	如同生活中的所有关系一样，当您正确地处理了其中的一个关系后，其他的每个关系似乎都变得顺理成章，有条不紊。	The source term "connections" here refers to all kinds of relationships in life. It is not used in the general meaning of "links".
At E.ON, one of the UK's leading power and gas companies, we found easier to be an understatement with Windows Phone. With the right back end, access to SharePoint is a breeze.	作为英国最大的能源和天然气公司之一，E.ON 认为，我们发现更容易对 Windows Phone 进行不充分的陈述。事实上，正是由于 Windows Phone 的大力支持，使得用户在访问 SharePoint 时易如反掌	作为英国最大的能源和天然气公司之一，E.ON 认为，如果用“更容易”来评价 Windows Phone，似乎有些轻描淡写。事实上，正是由于 Windows Phone 的大力支持，使得用户在访问 SharePoint 时易如反掌。	The meaning of the source is "we have found out that using 'easier' to describe Windows Phone is an understatement." The literal translation "更容易对 Windows Phone 进行不充分的陈述" is confusing and might mislead the users.

5.6. Marketing Sentences

This section includes the translation of several sample marketing sentences which may be used for advertising Windows Phone in the target country. You can find both the EN US source as well as the translation counterpart in the table below.

<p>Windows Phone is a different kind of phone designed to bring together what you care about most—easier and faster.</p> <p>Windows Phone 是一款与众不同的手机，其设计理念旨在让用户能够更容易、更快速地将自己感兴趣的功能集中在一起！</p>	
<p>Designed to bring everything you need and want together easier and faster.</p> <p>让用户能够更容易、更快速地将自己最感兴趣的功能集中在一起！</p>	
<p>The only phone with Office, Xbox LIVE, and thousands of apps.</p> <p>集成了 Office、Xbox LIVE 和数以千计的各项应用，独领风骚！</p>	
<p>The only phone with Office and Xbox Live.</p> <p>集成了 Office 和 Xbox LIVE，独领风骚！</p>	
<p>Microsoft Office & Outlook</p> <p>Microsoft Office 和 Outlook</p>	<p>Manage emails while also viewing, editing, and sharing your Office docs.</p> <p>可以管理电子邮件，同时还可以查看、编辑和共享您的 Office 文档。</p>
<p>Xbox LIVE</p> <p>Xbox LIVE</p>	<p>The only phone that lets you play games with Xbox LIVE.</p> <p>唯一一款可以让您畅玩 Xbox LIVE 游戏的手机。</p>
<p>Apps</p> <p>应用</p>	<p>Thousands of different apps.</p> <p>提供了数以千计的各项应用。</p>
<p>People</p> <p>人脉</p>	<p>Your contacts and Facebook. Together.</p> <p>随时随地与您的联系人和 Facebook 保持沟通。</p>
<p>Start Screen & Live Tiles</p> <p>“开始”屏幕和“动态磁贴”功能</p>	<p>Quickly see everything you care about with Live Tiles on your Start Screen.</p> <p>利用“开始”屏幕上的“动态磁贴”功能，您只需稍加一瞥，即可迅速看到自己感兴趣的内容！</p>
<p>Search</p> <p>搜索</p>	<p>One button to Bing, and get just what you're looking for.</p>

点按一下按钮即可直通 Bing，获取您要搜索的信息。

Music & Videos Hub

音乐和视频中心

Play movies, TV shows, and music quickly

快速播放影片、电视节目和音乐

Try Windows Phone, then decide.

感受 Windows Phone 的独特魅力，尽早拥为已有！

Drive to partner %1 to "get yours today"

敬请垂询我们的合作伙伴 %1，早日拥有您自己的 Windows Phone！