

# WINDOWS PHONE

## STYLE GUIDE FOR LATVIAN

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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 Latvian 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. As

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

### 3.2. Style—Help Deliver the Voice

The style is direct and personal, but also professional, formal and neutral. It must comply with grammar rules, contain approved terminology and should be void of slang and colloquial expressions, which are widely used in everyday speech.

Translation should be concise and redundancy should be avoided because of the restricted screen space.

When addressing the user, the 2<sup>nd</sup> person plural form (jūs) should be used. Normally, the pronoun itself will not be needed, but if it is used, write it with a lowercase letter, unless it is the first word in a sentence.

When localizing Windows Phone no contractions should be used, except for internationally recognized acronyms (e.g., HTML, JPG, PIN, IP etc.).

Avoid the usage of ampersand "&" in translations. This sign should be localized as the conjunction "un", except if it is a part of a non-localizable name.

If the "+" sign is used with the meaning "and", it can be used as long as it matches the style of the text (e.g., "photos+camera" > "foto+kamera"). The plus sign is part of the Windows Phone UI design and should not be surrounded it with spaces.

### 3.3. Usage—Sound Natural

In order to transmit a positive and friendly tone, direct speech should be used instead of indirect. This will also help avoid redundancy and improve the fluency of the text.

Avoid passive voice if possible. You may use a passive construction in Latvian only if the agent is not known or not relevant.

Translation of English phrases which allow both singular and plural forms at the same time should generally be changed into plural form in order to avoid confusing noun/verb endings in the statement and keep the translation shorter.

Descriptors should be added before UI items in order to ensure grammatical agreement of the non-declinable terms with the rest of the sentence.

Interrogative sentences should start with an interrogative pronoun.

### 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) and can be written with lowercase regardless of the capitalization within the source—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. <b>Flicks</b> left or right for other results, or try a different search term.	Nevarēja atrast atbilstošus rezultātus. <b>Pārvelciet</b> pa kreisi vai pa labi, lai skatītu citus rezultātus, vai izmēģiniet citu meklējamo vārdu.	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.	Skaita, cik <b>diapazona</b> šūnām ir norādīta vērtība.	In this string, "range" is Office/Excel-specific terminology. Thus, it needs to be translated as per Office-specific glossaries.
<b>Microsoft Tellme</b>	<b>Microsoft Tellme</b>	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" can be replaced with any common first name in the country. For Latvian, please replace [someone@example.com](#) with [andris@example.com](#).

### 3.6. Measurements

The EN US source contains measurements in strings such as:

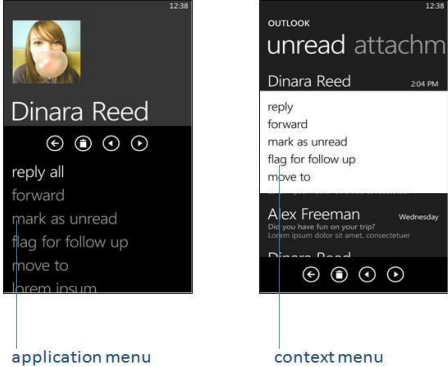
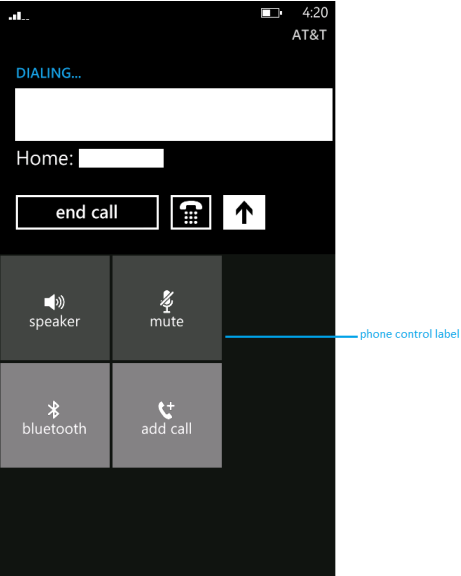
{0} KB
Uploading %sMB...
Offline, downloading %sKB...
Uploaded %1KB of %2KB
Available storage: %s GB

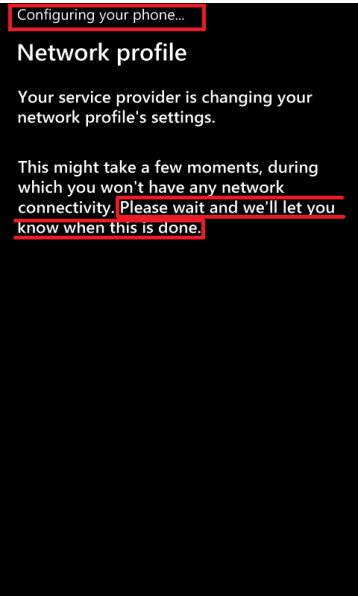
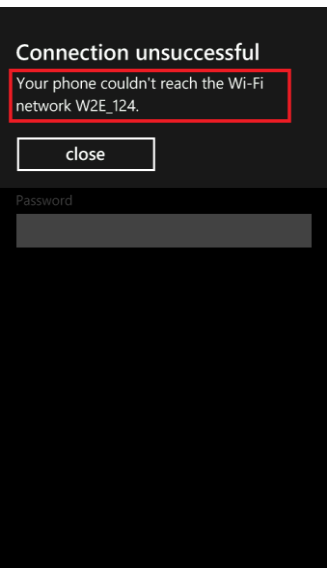
Regardless of the spacing in source, please add a blank space between the value (a placeholder like "%s" in the examples above) and the unit of measurement in the translation. Please note that while the source is inconsistent in this regard, the translation should always have a space between a number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

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

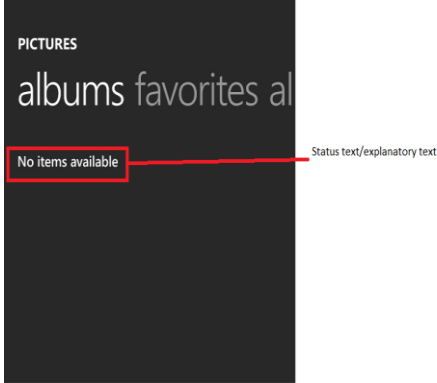
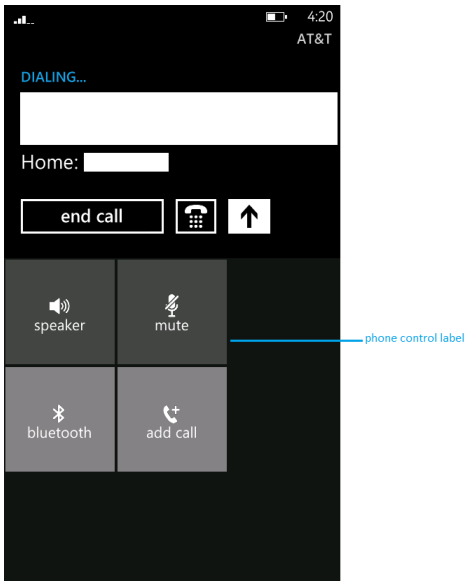
## 4. Windows Phone UI Localization Guidelines

### 4.1. How to Translate UI Elements

UI Element	UI Interface	Required Translation
Menus (application and context menus)		<p>Translate using the infinitive structure. Do not use ending punctuation in infinitive structures, even if it is used in source.</p> <p>E.g.:</p> <p>reply all - atbildēt visiem</p> <p>forward - pārsūtīt</p> <p>mark as unread - atzīmēt kā nelasītu</p>
Phone control labels		<p>If there are nouns in source, translate them as nouns in the principal form (Nominative case).</p> <p>If the source contains verbal forms (e.g. add call), translate using infinitive structure.</p> <p>E.g.:</p> <p>speaker - skaļrunis</p> <p>add call - pievienot zvanītāju</p>

<p>Progress indicator</p>		<p>Neutral style should be kept and active voice should be used when translating progress indicator text (e.g., "Configuring your phone..." &gt; "Konfigurē tālruni...").</p> <p>In general, any messages that use the first person plural as a "voice" of the phone speaking to the user should be made more neutral, using passive voice ("we'll let you know..." &gt; "jums tiks paziņots..."). If such sentence structure makes the style too formal, first person plural in active voice can be used.</p>
<p>Message box content (includes dialog and error messages)</p>		<p>Neutral style should be kept and active voice should be used when translating message box content, but use of first person (personification of the device etc.) should be avoided (e.g., "Tālrunī nevarēja izveidot savienojumu ar Wi-Fi tīklu W2E_124.")</p>



<p>Notification main text and any explanatory text</p>		<p>Messages such as “no items available”, “no alarms set” etc. should be translated neutrally, not indicating the doer (e.g., “nav pieejamu vienumu”, “neviens modinātājs nav iestatīts”)</p>
<p>Status messages</p>		<p>Status messages describing the activity done by the phone (e.g., “DIALING...” in the example on the left) should be translated using active voice, as if the phone is performing the activity (e.g., “ZVANA...”)</p>

#### 4.1.1 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

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 lowercase, but title casing instead, i.e., the first letter of each word is capitalized. This is why in the source example above “Show Available IDs” appears in title casing.

### Translation Strategy

For Latvian, references to UI elements within UI strings should be translated using Sentence case. As a result, the translation of the source string in the example above would be as follows.

### Translation

Izmēģiniet citu ID vai pieskarieties pogai Rādīt pieejamos ID, lai skatītu ieteikumus.

## 4.2. 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



### 4.3. Capitalization—Mind the Case

Windows Phone showcases a very specific capitalization style—and Latvian follows the source in this respect. What follows is a summary of this Windows Phone-specific capitalization style.

**Lowercase:**

Lowercase notation is preserved in the translation in order to follow the original marketing design.

Lowercase is used in the following user interface (UI) elements:

- pivots/list titles
- menu items (application menu, context menu)
- list group titles, check box and radio button group labels
- rich button/UI words that function as commands
- panorama title
- panorama section title
- keyboard words (except language key)
- list items, list picker
- push buttons (except Task Message box buttons)
- temporary/example text (example text that appears in a search box)

- link controls (also called inline links; links that are within a set of content)
- phone control labels

**Exceptions:**

- If you have a branded name, use the appropriate capitalization.
- Proper names are excluded from this rule and should follow the appropriate capitalization.
- When referencing buttons in a string, use Sentence case. While this is inconsistent with the casing for the button, it's the only way the UI element can be called out.

**Sentence caps:**

Please always follow source capitalization when sentence caps are applied.

**Title Caps:**

The following UI elements appear in Title Caps in the English source:

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

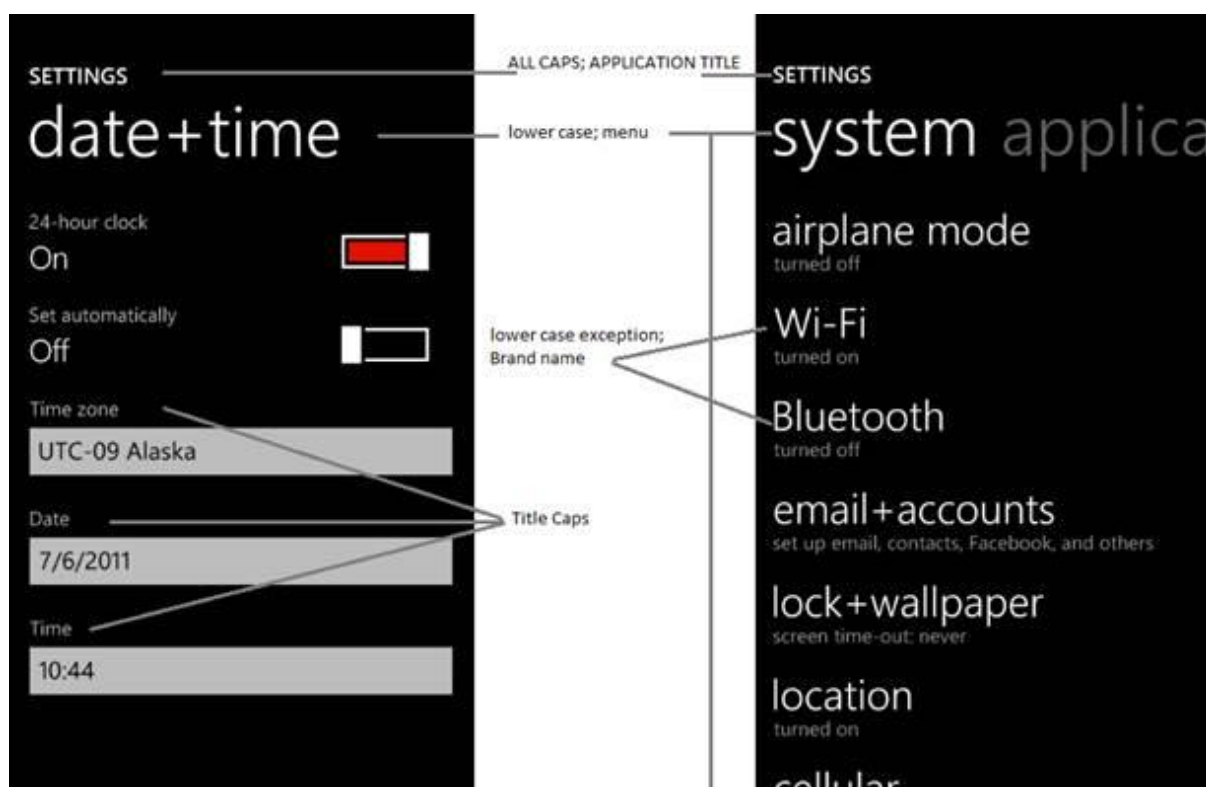
In Latvian in such cases still sentence capitalization should be used.

**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 Latvian.

#### 4.4. Words—Show as well as Tell

- To show *simple* and *easy*, use simple sentences and phrases, minimal text, and everyday words.
- Avoid the use of excessively long words as they can lead to truncations.
- Use language that customers use.
- Translate colloquial and conversational phrases in a friendly tone and style.
- Interjections (Aha!, Ooops!, etc.) should be localized in a neutral way. A more formal equivalent should be found or this phrase should be omitted completely.

#### Examples:

EN US Source	Incorrect Translation	Correct translation
We're having trouble opening this page.	Mums ir problēmas ar šīs lapas atvēršanu.	Nevar atvērt šo lapu.

Oops! Your phone is set to the wrong date.	Ak, vai! Tālrunī ir iestatīts nepareizs datums.	Diemžēl tālrunī ir iestatīts nepareizs datums. OR Tālrunī ir iestatīts nepareizs datums.
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#### 4.5. 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.
- Punctuation marks (quotation marks, colons and semicolons, exclamation and question marks, ellipsis) are not preceded by a space in Latvian. Also no space should be inserted between a number and percentage sign.
- Use non-breaking spaces (CTRL+SHIFT+SPACEBAR or Alt+0160) between words that should not separate onto different lines.
- It should be noted that in Latvian there is em-dash (Alt+0151, used as a dash when adding more information, explaining further), en-dash (Alt+0150, used when indicating range) and a hyphen (used in double names, abbreviations etc.) Such usage principles should be applied, unless there are project technical restrictions (e.g., in UI elements with space restriction en-dash would be preferable instead of em-dash, where appropriate).
- Ending punctuation should be kept as in source – if a full-stop is used, it should also be used in translation and vice versa. All other punctuation should be used according to Latvian punctuation rules.

#### Examples:

EN US Source	Translation	Comment
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Tap Skip if you want to check your voicemail by calling instead.	Pieskarieties pogai Izlaist, ja vēlaties pārbaudīt balss pastu zvanot.	The translation for UI item "Skip" is not put into quotation marks since the element is not merged with the surrounding text. Also a descriptor is used to create a grammatically fluent sentence. When space restrictions apply (e.g., for UI elements) descriptor can be omitted if the meaning is not jeopardized; in such cases sentence structure can be changed.
The broadcast name must be between 1-32 characters.	Apraides nosaukumā ir jābūt 1–32 rakstzīmēm.	En-dash is used since a range is indicated. Also a non-breaking space is used between the number and its descriptor in order not to divide these two elements in different lines.

#### 4.6. 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
Not enough space	Nav pietiekami daudz vietas	Nepietiek vietas
email address or gamertag	e-pasta adrese vai spēl. aizstājv.	e-pasts vai aizstājvārds
It's lonely in here. Connect to your computer to sync music.	Šeit ir vientuļi. Izveidojiet savienojumu ar datoru, lai sinhronizētu mūziku.	Šī sadaļa ir tukša. Izveidojiet savienojumu ar datoru, lai sinhronizētu mūzikas failus.

## 4.7. 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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### 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.

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 Latvian? 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"/>.
```

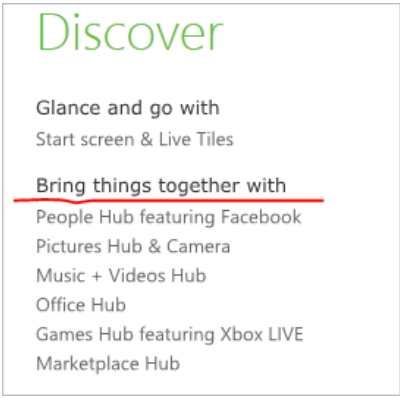
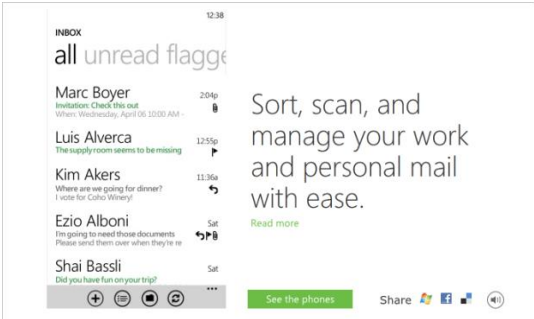
Only the highlighted text is translatable:

```
<hhtInlineImage href="/global/windowsphone/en-  
ww/PublishingImages/howto/wp7/inline/basic-icon-favorites.png" altText="Ikona Izlase"/>.
```

#### 5.3.2. Topic Titles

The first type of topics below should be translated neutrally by using the infinitive structure, sentence case and also taking into consideration that the listed items will be in nominative form, thus a colon should be used at the end of the title.

The second type of topics below can be translated freely by personally addressing the user, which means that imperative form should be used. Sentence case applies.

Topic Title in English	Context	Latvian
Bring things together with		Apvienot informāciju šajā kopā:
Sort, scan, and manage your work and personal mail with ease.		Ērti kārtojiet, pārlūkojiet un pārvaldiet darba un privāto e-pastu.

### 5.3.3. References to UI Elements

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

#### Examples:

EN US Source	Translation	Comment
Tap <b>End call</b> to hang up	Lai pārtrauktu zvanu, pieskarieties pogai <b>Beigt zvanu</b> .	Sentence case is used for UI references, if the UI reference contains several words. A descriptor is always used to include the UI in the sentence.

On <b>Start</b> , flick left to the <b>App</b> list, tap <b>Settings</b> , and then tap <b>Email + accounts</b> .	<b>Sākuma ekrānā</b> pārvelciet pa kreisi, lai atvērtu <b>programmu sarakstu</b> , pieskarieties vienumam <b>Iestatījumi</b> un pēc tam vienumam <b>E-pasts+konti</b> .	<b>Start</b> and <b>App</b> do not appear as such in the phone, so they should not be capitalized and are declined.
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## 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

## Izpētiet

Vienīgais tālrunis, kurā ir pieejami dinamiskie elementi, kas vienā mirklī parāda jums svarīgāko informāciju.

Ērti pielāgojamais un nepārtraukti atjauninātais sākuma ekrāns ir Windows Phone galvenā sadaļa. Ātri ieskatoties, uzreiz varat redzēt, kas ir sagaidāms un ko esat nokavējis. Atkarībā no programmas funkcijām dinamiskajos elementos, kas tiek animēti sākuma ekrānā, var redzēt nelasītos ziņojumus, plānotās tikšanās, ziņas un laika prognozi, kā arī spēles vai drauga statusu — visa šī informācija tiek atjaunota, izmantojot bezvadu interneta pieslēgumu. Sākuma ekrānu varat arī personalizēt: piespraudiet tajā personas, programmas, atskaņošanas sarakstus, attēlus un citus iecienītus elementus, lai tie vienmēr būtu ērti pieejami.

### 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

## Atsauksmju sniegšana par programmām un to novērtēšana

Kļūstiet par kritiķi un izklāstiet citiem savas domas par kādu programmu vai spēli neatkarīgi no tā, vai šo programmu tikai izmēģināt vai esat jau pievienojis to kolekcijai.

Atsauksmju sniegšana par programmām un to novērtēšana

1. Sākuma ekrānā pārvelciet pa kreisi, lai skatītu programmu sarakstu, un pēc tam atrodi vajadzīgo programmu.
2. Pieskarieties programmai un turiet to, pēc tam pieskarieties vienumam Novērtēt un sniegt atsauksmes.
3. Pieskarieties vajadzīgajam zvaigznīšu skaitam, lai norādītu vērtējumu, pieskarieties teksta lodziņam, lai rakstītu atsauksmes, un pēc tam pieskarieties pogai Iesniegt.

Pēc dažām minūtēm jūsu atsauksmes tiks parādītas saraksta sākumā.



Zvaigznītes, kurām jāpieskaras, lai novērtētu programmu

### 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 fits the context.

## 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 tālrunis ir vienīgais tālrunis, kas apvieno jums svarīgāko vienuviet — viss ir ātri un ērti pieejams.</p>	
<p>Designed to bring everything you need and want together easier and faster.</p> <p>Apvieno visu vajadzīgo vienuviet — tas ir ātri un ērti.</p>	
<p>The only phone with Office, Xbox LIVE, and thousands of apps.</p> <p>Vienīgais tālrunis, kurā ir ietverta programmatūra Office, pakalpojums Xbox Live un vēl daudzas citas programmas.</p>	
<p>The only phone with Office and Xbox Live.</p> <p>Vienīgais tālrunis, kurā ir ietverta programmatūra Office un pakalpojums Xbox Live.</p>	
<p>Microsoft Office &amp; Outlook</p> <p>Microsoft Office un Microsoft Outlook</p>	<p>Manage emails while also viewing, editing, and sharing your Office docs.</p> <p>Pārvaldiet e-pasta ziņojumus, vienlaikus skatot, rediģējot un kopīgojot Office dokumentus.</p>

Xbox LIVE Xbox LIVE	The only phone that lets you play games with Xbox LIVE. Vienīgais tālrunis, kurā var spēlēt spēles, izmantojot pakalpojumu Xbox LIVE.
Apps Programmas	Thousands of different apps. Daudz dažādu programmu.
People Personas	Your contacts and Facebook. Together. Kontaktpersonas un Facebook. Viss vienuviet.
Start Screen & Live Tiles Sākuma ekrāns un dinamiskie elementi	Quickly see everything you care about with Live Tiles on your Start Screen. Vienā mirklī skatiet jums svarīgāko informāciju, izmantojot sākuma ekrānā pieejamos dinamiskos elementus.
Search Meklēšana	One button to Bing, and get just what you're looking for. Jāpieskaras tikai vienai pogai, lai pakalpojumā Bing atrastu meklēto.
Music & Videos Hub Mūzikas un video kopa	Play movies, TV shows, and music quickly Vienā mirklī atskaņojiet filmas, TV pārraides un mūziku
Try Windows Phone, then decide. Izmēģiniet Windows Phone un izlemiet.	
Drive to partner %1 to "get yours today" Apmeklējiet mūsu partneri %1, lai "saņemtu savu tālruni jau šodien"	