

SIEMENS PLM SOFTWARE
Technology Office – Technical Operations –
Product Localization

Marketing Localization Style Guide

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AMENDMENT HISTORY

Date	Version	Comments
05/22/14	0.1	Migration to Siemens PLM Marketing Style Guide

CROSS-REFERENCES

UGQM1000	Quality Management Practices
UGPO1000	PLM Products Quality Management Practices

POINTS OF CONTACT – References for additional assistance

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1. Writing Style

1.1 Siemens-specific Language Style

Basic guidelines

Try not to translate literally. The translation of a marketing text is supposed to sell a product or provide information about it. Marketing language needs to be adapted to the marketing style of the target language. At the same time the translation should still include all relevant information from the target text.

Be aware that an English marketing text and a Traditional Chinese marketing text use a different register and style – do not follow the English style. It will sound exaggerating and unnatural if you translate directly. Instead, try and use natural language.

The importance of a marketing translation lies in conveying the message rather than closely following the source text.

Restructure sentences

When a translation of a sentence would result in a very long and complicated sentence, try to split it into two or more smaller sentences to improve readability and user-friendliness. A complex syntax can lead to a clumsy style and poor readability.

Passive voice

When you translate avoid using the passive voice excessively. It can be OK in a technical translation, but having many passive sentences in a marketing translation will not sound natural.

Use of English words

Product names like HiPath, HiPath OpenOffice, OpenScape etc. should be left in English.

Company names should also be left in English (as per Siemens TW reviewer, Charlotte Zhang's instructions). Reasoning:

- Taiwan customers are relatively well-educated to understand those English terms.
- If some famous company names are translated and some others are not, it may cause confusion.
- Chinese translation is not fixed in some cases, translation may become barriers to correct understanding

Translation of PowerPoint presentations:

When you receive PowerPoint presentations for translation, pay special attention to the notes. Webinar presentations are often intended to be recorded and presented during Webinar sessions. Therefore the notes need to be translated in a way that makes them suitable for narration. Please check if the notes are translated fluently and easy to read - keep a clear syntax and do not let the sentences get excessively long.

1.2 Brand Elements

Tonality¹

The tonality of Siemens PLM Solutions is unique – it represents the decisive feature for differentiation. It is what attracts people's attention, captures their interest, and entraps them. The tonality is also the factor that positions the Siemens PLM Solutions brand far above all others in the competitive field of “Unified Communication”, as well as above any other Siemens corporate advertising.

The tonality is more relaxed and communicates the spirit of the times much more than one is familiar with in conventional Siemens advertising. In addition, humor is also employed in a linguistic context to highlight the message and elicit a strong reaction, if the mood allows! Our prime target group is the often skeptical and sometimes also hard to please IT management sector. That is the reason why it is important that our intelligent and cleverly worded tonality gets through to where decisions are made – when necessary, with emphasis, and by all means, in an intentionally polarizing manner. But use caution to not overshoot the intended target in such a way that our credibility suffers! Always be sure to maintain a certain proportion of “Siemens”.

Buzzwords

Buzzwords are an elementary component of our communication – both in word and design. The choice of the correct words is therefore essential. It is important that each country compiles and maintains their own glossary of effective buzzwords. Such a glossary should be made up of effective, colloquial words, or catchphrases. However, well-known catchphrases in one country may be completely ridiculous in another. So make your own decisions. After all, you certainly know best what suits your market.

Communication for the open minded

This global tagline of the campaign supports the strategic position of Siemens PLM Solutions as a visionary, market-leading corporation in the communications technologies segment. This tagline embraces innovation, flexibility, and the power to change business processes to revolutionize corporations – corporations that think like we do. The corporations that we let profit thanks to our products, solutions, and services. The tagline is always displayed in the layer, and its color corresponds to the respectively employed accent color. And to ensure that nobody gets the wrong idea – the tagline is never translated.

¹ Cf. the Corporate Style Guide from Siemens Enterprise Communications, November 2007

1.3 Language General Style

Sentence Structure

Sentences in English might have a structure that is slightly or completely different from the target language. This might require the restructuring of the translated sentence in the target language.

Guarantee the technical precision and clarity of the text.

Avoid ambiguities.

Avoid expressions which are colloquial or unsuitable.

Avoid allusions that contain religion, race, politics, or anything containing ethnic, sexist and/or social connotations.

Avoid translations which are excessively literal.

Make sure that the user is addressed in a consistent manner. Do not mix active and passive voice in instructions.

The final form of the translated text should reflect the current structure for the target language. Try not to translate literally. Literal translation sounds unnatural and requires revisions:

Possessive Pronouns

Try to avoid possessive pronouns wherever possible. Only use a possessive pronoun if it is necessary to distinguish owners.

Repetitions

If a phrase (subject, object and/or predicate) refers to several items within a sentence, do not repeat it as English may do.

US-centric Examples

The English text often contains US-centric examples, such as person's names, city names etc. The localization project might contain specific instructions regarding the handling of these cases.

If you use fictitious addresses, do not use the name and address of an existing private person or organization. Make sure though that the address adheres to the Traditional Chinese address format conventions, and use zip codes and area codes (in phone numbers) that are valid for the location/city you use in the address example.

Use names that are politically correct and clearly fictitious. Do not use names that are meant to be funny.

Example:

張三收
台灣
000 子虛市烏有路 1 號
電話：12345678

Numbered and Bulleted Lists

Lists generally fall into the following categories. The examples below show the most common bulleted lists and how to punctuate and capitalize each one. If a list is introduced by an introductory or incomplete sentence, a colon should be used

Items are incomplete sentences: colon, items are not capitalized, they are followed by a comma or a semicolon (if long or complex) and connect grammatically to the introductory sentence (where applicable), there is a period at the very end of the list (no comma/semicolon)

Items are complete sentences: colon, final punctuation, items are capitalized

Items are complete and incomplete sentences, long incomplete sentences or paragraphs: colon, final punctuation, items are capitalized

1.4 Translation of legal and other documents

Legal Text

Legal text should only be translated, if explicitly requested by the customer. If you come across legal text, check with your PM first to find out if an authorized translation already exists for that customer.

It is particularly important that legal texts are correct as linguistic errors could result in serious legal problems. Therefore, extra attention should be paid to reviewing legal texts.

Copyright Information

Translate standard copyright text as follows:

Information in this document is subject to change without notice.	本文件中之資訊可能隨時變更，恕不另行通知。
Companies, names, and data used in examples herein are fictitious unless otherwise noted.	除非另有說明，否則此範例中所使用之公司、姓名和資料均為虛構。
No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of <customer name>.	未經 <customer name> 明示書面許可，不得基於任何原因，以任何形式或任何方式重製或傳輸本文件之任何部分，無論是通過電子或機械方式。
© 2008 <customer name>. All rights reserved.	© 2008 <customer name>. 保留所有權利。
... are registered trademarks of 是 ... 的註冊商標
... is a registered trademark of 是 ... 的註冊商標
... is a trademark of 是 ... 的商標

Slogans

Do not literally translate any company slogans, marketing statements, corporate identity messages etc. If these slogans need to be localized, they need to be created

completely new in the target language: either in-house or by an advertising agency. Choosing the final slogan/statement/message is a top-level decision.

The PM and the customer should clarify the procedure.

1.5 Translation of time-sensitive documents

Videos are translated in the form of time-sensitive documents. This type of translation is time-limited. There is a specialized tool called Time-sensitive Script Validator that helps the translator keep the translated text within required limits. In order to find the appropriate translation to a piece of source text you may sometimes need to shorten the translation. For more information, please consult The 00_Time-sensitive_Instructions.

2. Language Rules

2.1 Alphabet and Sorting Order

Make sure to sort any lists or table entries if applicable.

Adhere to the following sorting order:

Letter	Comment
@	special characters
1	numerals
a	
b	
c	
d	
e	
f	
g	
h	
i	
j	
k	
l	
m	
n	
o	
p	
q	
r	
s	
t	
u	
v	
w	
x	
y	
z	

Sorting is case-insensitive – b ranks the same as B.

Space between letters of consecutive words counts as one character and precedes the first letter of the alphabet:

technology used
technological basics

2.2 Numbers, Date and Address Formats

Numbers

Please follow the English number formats:

32,000.5 ft = 32,000.5 呎

Periods in version numbers remain periods.

版本 5.2

Small numerals (up to 20) in text should be written out in full, higher numerals (with the exception of 100, 1000, 1000000) should be written as a figure:

1 or 2 days 一或兩天

10 key principles 十個關鍵原則

Time

Hours, minutes and seconds are separated by a colon, seconds and fractions thereof are separated by a decimal comma. To specify AM and PM, please use the 24-hour format.

English: at 8:30 pm

Traditional Chinese: 在 20:30

Calendar

In English, the week days are often abbreviated by a 3-letter acronym. For Traditional Chinese however, they are always localized:

Days: 星期一、星期二、星期三、星期四、星期五、星期六、星期日

Standard Date Format

Use dots (.) as separators instead of hyphens (-) or slashes (/). The month is usually spelled out with its full name. Do not use leading zeros for single digits. Be aware that US dates are given as "month-day-year".

1-2-06 (✗)	2006 年 1 月 2 日 (✗)
01/02/2006 (✗)	2. 1. 2006 (✗)

Abstract date formats such as mm/dd/yy represent two digits for the month, two digits for the day, and two (or four) digits for the year. When localizing these, use the initial letters for the words year, month and day of the target language, e.g. Y, M and D in Traditional Chinese.

The date format *mm/dd/yy* becomes *yy.mm.dd*:

MM/DD/YY => YY.MM.DD (12/01/02 => 02.12.01)

In some contexts (forms, technical data), it may be necessary to observe international standards of notation: (yyyy-mm-dd)

1-2-06	2006-01-02
--------	------------

Standard Phone Number Format

Phone numbers should be grouped in sets of four digits, separated by a dash. The extension is not grouped and is separated from the main number using a #.

Example:

02-1234-5678

02-1234-5678 # 000

International phone numbers are preceded by a + sign and the country code.

Example:

+886-2-1234-5678

Foreign phone numbers may use other notation standards of their respective countries and it's recommended to keep them in original format.

Example:

Germany: +49 (89) 7 65 43 21

France: +33 (1) 22 33 44 55

Denmark: +45 86 23 45 67

Standard Address Format

The standard address format used for addresses on letters and forms in Traditional Chinese is as follows:

<country>

<zip code> <city> <street name> <street number>

<last name> <first name> 收

Example:

台灣

000 子虛市烏有路 1 號

張三收

2.3 Currency and Units of Measurement

Currency

Please always refer to translation specifications/project Q&A file/lockit for instructions on whether prices in US-Dollars should be converted, rounded, left as is or left as is with an approximate value in the currency for your country/locale.

The currency unit usually comes after the amount, since is also spoken after the amount.

3.45 歐元

The Euro can also be expressed with the symbol € (Alt+0128).

US dollar amounts should be replaced by their equivalents in euros. Note: It is only US dollar amounts in examples that should be converted. US dollar amounts in marketing literature or price lists should not be converted without checking with the PM/customer first.

Amounts in any other currencies should remain in the translated text. In addition, you will have to convert these amounts into euros and put the resulting amount in brackets after the foreign currency amount.

Units of Measurement

Please refer to translation specifications/project Q&A file/lockit for instructions on whether or not measurements should be converted. If none of the aforementioned files contains information on conversion of units of measurements, measurements should be converted and the English measurement should follow in parenthesis. If both the English and the localized measurement are to be used, the localized measurement should come first with the English measurement in parenthesis.

Measurement	English	Traditional Chinese
inch	1"	1 吋
foot	1'	1 呎
mile	1 mile	1 哩
square inch	1 sq. in	1 平方吋
square foot	1 sq. ft	1 平方呎
square mile	1 sq. mi	1 平方哩
gigabyte	1GB	1GB
megabyte	1MB	1MB
kilobyte	1KB	1kB
kilobyte per second	1kbps	1kb/s

Use 呎 and 吋 for the English *feet* and *inches*. Avoid using the English symbols for feet (') and inches (") particularly in the body text.

2.4 Punctuation Rules

Spaces

While in English it is common to separate sentences with two spaces, this is not correct in Traditional Chinese. Check documents for double spaces between sentences and delete if needed.

Quotation Marks

The following quotation marks should be used unless otherwise specified in a previous translation, the project glossary, translation specification or Questions & Answers file.

Use 「 」 for documentation, HTML and help.

If there are quotes within quotes, please use 『 』 as the inner quotes.

Parentheses and Brackets

Normally, parentheses (), square brackets [] and curly brackets {} are used. If you need to insert parentheses within a pair of parentheses, it is recommended to use different kind of brackets. Example: (standard ISO [International Organization for Standardization] 9001)

Period

Do not use English period marks. Use 。 for Traditional Chinese.

Hyphen, En Dash, Em Dash

Dash and Hyphen

A dash is used to separate two parts of a sentence whereas a hyphen is used to join two words or to hyphenate a long word at the end of a line. In Traditional Chinese dashes are not used and should be deleted EXCEPT in number ranges. Hyphens should be replaced by : .

Dash

A dash is also used to indicate range; in such case, usually no space is used before and after:

12.–14. 3. 2008
10–30 °C

Hyphen

Hyphens should be replaced by : .

Comma

Please follow the standard rules.

Colon

Please follow the standard rules.

2.5 Formatting

Bold, Italics

Please follow the source formatting in translation.

2.6 Special Symbols

It is not uncommon in English to see characters such as #, & or @ used instead of the equivalent words, “number”, “and” and “at” respectively. Please localize these symbols as if they are spelled out.

2.7 Trademarks

Use the appropriate legal mark for Siemens PLM Software brands as noted here:

D-Cubed™
DesignLogic™
I-deas®
Femap®
Geolus®
GO PLM™
Insight™
JT – no marking, common law rights
Mold Flow™
NX™
Open Manufacturing Backbone™
Parasolid®
PCB 2 3D™
Solid Edge®
Teamcenter®
Tecnomatix®
Velocity Series™

Use these trademarks only on first text mention. Do not use the trademarks in heads, subheads, graphics or other display text.

2.8 Common Standard Translations

Note	注意
Important	重要
Warning	警告
Caution	小心
Table of Contents	目錄
Index	索引
See also	請參閱
Appendix	附錄
Hint	提示
Tip	秘訣

2.9 Abbreviations

When an abbreviation is used for the first time, please translate it and spell out the whole term in a following parentheses:

Eng. FEA
CHT. 有限元分析 (Finite Element Analysis, FEA)

