

**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 Simplified 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.

#### **Example:**

English	Clumsy	Better
<b>50% are more likely to be capturing annotation in documents</b>	50% 的一流企业更可能将标注捕获在文档中	近 50% 的一流企业在文档中获取标注
<b>NX and Teamcenter provide a single source of accurate product information that facilitates standard practices around the world</b>	NX 和 Teamcenter 提供了促进在全球范围内实施标准做法所需的唯一准确的产品信息源	NX 和 Teamcenter 提供了单一的准确产品信息源，促进在全球范围内实施标准化

#### **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***

Here are some examples of terms which should be left in English:

- Unified Communications
- IT Based Communications
- Fixed Mobile Convenience
- Rich User Experience
- Business Continuity and Integrity – if it is a headline, it has to be in English since it is one of Siemens' 7 Principles. If appears in the body of a text, it can be translated.
- Open Service Delivery
- Managed Services
- Professional Services

Other examples are product names like HiPath, HiPath OpenOffice, OpenScape etc.

### ***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.

### ***Terms that should be avoided***

There are certain terms that should be avoided if possible.

#### **organization**

Do not use “组织” if it means a corporation. Please use “企业”.

#### **collaborate (collaboration)**

Please use “协同” instead of “协作”.

Please avoid words or expressions that are uncommon in Simplified Chinese.

## **1.2 Brand Elements**

### ***Tonality<sup>1</sup>***

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

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<sup>1</sup> Cf. the Corporate Style Guide from Siemens Enterprise Communications, November 2007

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, except you receive different instructions in the lockit..

**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:

**Example:**

English	Clumsy	Better
Imagine you found yourself in this position, for some reason you have to fix	想象一下，你遇到了这种情况，您必须对发动机罩下的某个部件进行维修，您不一定具有机械方面的技能，您将如何	设想，如果由于某种原因，您必须对发动机罩下的某个部件进行维修，而您不一定具有机械方面的技能，您将如何查找

something under the hood, and you have some mechanical ability, or not, how use would you find textural instructions	查找构造说明	构造说明
--	--------	------

### Possessive Pronouns

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

You need to restart <u>your</u> computer before the changes you made will take effect.	您需要重新启动 <u>计算机</u> 才能使所做更改生效。
An error occurred while reading <u>your</u> profile.	读取 <u>配置文件</u> 时出错。

### Repetitions

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

English	To be avoided	Preferred
Click <b>Slideshows</b> menu, click <b>Custom Animation</b> , and then click the <b>Effects</b> tab.	单击 <b>幻灯播放</b> 菜单，单击 <b>自定义动画</b> ，然后单击 <b>效果</b> 选项卡。	在 <b>幻灯片播放</b> 菜单上，单击 <b>自定义动画</b> ，然后选择 <b>效果</b> 选项卡。

### Use of Please

Use "请" (Please) properly when requiring the user to do an operation so as to achieve a friendly tone. But avoid overusing this word to ensure the conciseness of the translation and the consistency of the style.

Filename does not match database. Please select a database or enter another filename.	文件与数据库不匹配。请选择一个数据库，或输入另一个文件名。
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### 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 Simplified 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. For the actual base number, use any number and replace the final three digits with XXX.



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

Example:

王小明  
北京市长安街 1 号  
邮编：100738  
电话：8235 4XXX

### **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:** 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)

**Example:**

PDM 还提供了：

- 数字仿真，可显著减少创建物理原型的需求；
- JT 支持，用于 PLM 可视化。

**Items are complete sentences:** The sentence before such a list (if any) should end with a colon. Both complete and incomplete sentences should end with Chinese full stop.

请执行以下步骤：

1. 将 DVD 插入光驱。
2. 打开 Readme.txt 文件。

**Items are complete and incomplete sentences, long incomplete sentences or paragraphs:** The sentence before such a list (if any) should end with a colon. Both complete and incomplete sentences should end with Chinese full stop.

常用操作包括：

- 单击：快速按一下鼠标左键。
- 双击：快速按两下鼠标左键。

## **1.4 Translation of legal and other documents**

### **Legal Text**

Lionbridge will only translate legal text 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.	本文档中的信息如有变更，恕不另行通知。
Companies, names, and data used in examples herein are fictitious unless otherwise noted.	如未另行说明，本文中举例用的公司名、人名和数据均为虚构。
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>.	未经 <customer name> 的明确书面允许，不得出于任何目的，以任何形式或方式（电子或机械方式）复制或传输本文档的任何部分。
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... are registered trademarks of ...	... 是 ... 的注册商标。
... is a registered trademark of ...	... 是 ... 的注册商标。
... is a trademark of ...	... 是 ... 的商标。

**Charlotte Zhang request for “About” section:**

US English	Simplified Chinese
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### ***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 the index. And if required in the Lockit, please also sort any lists or table entries if applicable.

Adhere to the following sorting order:

Letter	Comment
@	special characters
1	numerals
a	
b	
c	
...	

The sorting of entries beginning with a Chinese character should follow the Chinese phonetic order.

### 2.2 Numbers, Date and Address Formats

#### **Numbers**

Arabic numerals should be used correspondingly in the target files if they are used in English source to indicate numbers; Chinese characters (such as "一", "二") should be used to match the English words (such as "one", "two") that are used in English source to indicate numbers.

Fractions can be represented either in Arabic numerals or Chinese characters but should not in the combination of the two.

Correct: 1/4

Correct: 四分之一

Wrong: 4 分之 1

The number in the following examples should use Chinese characters.

#### **Example:**

七八十种 十几天

For numbers contains more than 4 digits, a comma should be used to separate thousand, million and billion.

#### **Example:**

876,543,210

#### **Time**

Time can either follow the English format or use the Chinese format.

#### **Example:**

Correct: 8:00 AM

Correct: 8:00am

Correct: 上午 8:00

### **Calendar**

Using abbreviations for months is inadmissible in Simplified Chinese. If short notation is necessary, use roman numerals.

Using abbreviations for week days is inadmissible in Simplified Chinese.

### **Standard Date Format**

Date format should be 年、月、日。

#### **Example:**

English: October 1, 1998

Translation: 1998 年 10 月 1 日

### **Standard Phone Number Format**

Please follow the English source.

### **Standard Address Format**

The addresses within China should be translated in accordance with the address format commonly used in China.

The addresses outside China should be retained the same as the source.

## **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.

Use “美元” instead \$ and “欧元” instead €.

#### **Example:**

English: \$ 100

Translation: 100 美元

### **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, keep the English measurements and convert to metrics in parenthesis.

<b>Measurement</b>	<b>English</b>	<b>Simplified</b>
inch	1"	1 英寸 (2,54 cm)
foot	1'	1 英尺 (0,3048 m)

mile	1 mile	1 英里 (1,6 km)
square inch	1 sq. in	1 平方英寸 (6,452 cm <sup>2</sup> )
square foot	1 sq. ft	1 平方英尺 (6,452 cm <sup>2</sup> )
square mile	1 sq. mi	1 平方英里 (2,59 km <sup>2</sup> )
gigabyte	1GB	1 GB
megabyte	1MB	1 MB
kilobyte	1KB	1 kB
kilobyte per second	1kbps	1 kb/s

In English the number is directly followed by the acronyms for megabyte, kilobyte etc. In Simplified Chinese, a non-breaking space needs to be inserted between number and the unit.

**Example:**

English: 1KB  
Translation: 1 KB

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

Do not convert inch to centimeter for display size.

**Example:**

English: 19 inch display  
Translation: 19 英寸显示器

**2.4 Punctuation Rules**

**Spaces**

Please add a single-byte space between the Chinese character and the single-byte character (letters, numbers, single-byte punctuations, etc.).

No space should be added before or after double-byte punctuations (include Chinese parenthesis).

Please add a space between the italic character and the characters after it, unless the character after it is a punctuation mark.

**Example:**

English:

At a network drive, enter MAP DEL drive\_letter:, where drive\_letter is a letter from H to Z.

Simplified Chinese:

在网络驱动器位置输入命令 `MAP DEL 驱动器字母:`，其中 *驱动器字母* 为一个 H 到 Z 之间的字母。

## **Quotation Marks**

### **Double-byte double quotation marks**

Double-byte double quotation marks should be used in Simplified Chinese ( “ ” ), to indicate the quoted content, emphasize the content or phrases that have special means.

#### **Example:**

有关更多的信息，参见“复制文件”一节。

通常在这时需要进行“冷”备份。

Even if the quoted parts are English, double-byte double quotation marks should also be used.

### **Double-byte single quotation marks**

The double-byte single quotation marks ( ‘ ’ ) are used within the double-byte double quotation marks.

#### **Example:**

他说：“酒店正位于 Lombardy 中心城市的 ‘艺术’ 心脏 (Brera) 内，这里艺术家、诗人云集，声色魅影，流光溢彩。”

**Note:** For cross references in the UE translation, double-byte double quotation marks within the double-byte double quotation marks is acceptable.

#### **Example:**

请查阅第一章的“运行 Setup 出问题时查阅“诊断和解决问题”一章”的内容。

## **Parentheses and Brackets**

Normally, parentheses ( ) and ( ), square brackets 【 】 and [ ] and curly brackets { } are used.

### **Parentheses**

When there are Chinese characters within the parentheses, double-byte parentheses ( ) should be used, with no space before and after the parentheses. When there is only English, numbers or symbols within the parentheses, single-byte parentheses ( ) should be used and space should be added according to 2.4 Punctuation Rules, "Spaces".

#### **Example:**

确认所有的连接（电缆和接插件）均已安装牢固。

在这条命令中输入的是反斜线 (\)，而不是正斜线 (/)。

If the content inside the parentheses is explaining a phrase, the parentheses should be immediately after the phrase it explains; If the content inside the parentheses is explaining a sentence, the parentheses should be placed after the full stop of the sentence it explains. If there are more sentences after the parentheses, full stop could be used within the parentheses to separate it from the sentences after it.

**Example:**

Security cable slot (used with an optional security cable).

安全保护缆锁槽口（与安全保护缆锁选件配合使用）。

**Note:** You can use parentheses within parentheses.

**Example:**

Click the ... button on the right (Browse).

单击右侧的 ... 按钮（Browse（浏览））。

**Brackets**

When there are Chinese characters within the parentheses, double-byte parentheses 【】 should be used, with no space before and after the parentheses. When there is only English, numbers or symbols within the parentheses, single-byte parentheses [ ] should be used and space should be added according to 2.4 Punctuation Rules, "Spaces".

**Example:**

Click Next to continue. (The "Bluetooth Service Selection" page is displayed.)

单击 Next（下一步）继续。【此时显示 Bluetooth Service Selection（Bluetooth 服务选择）页面。】

**Period**

Double-byte full stop (。) should be used at the end of a Chinese statement.

**Example:**

通常在这时需要冷备份。

Single-byte period should be used for : 1) English Acronyms; 2) Initials for a person's name; and 3) the short form for trademark, product name, company name, country name, etc. Single-byte period is also used as decimal point or separators in the filenames.

**Example:**

CONFIG.SYS

123.45

U.S.A

Hitachi Ltd.

No. 1

**Hyphen, En Dash, Em Dash****Dash and Hyphen**

A dash (破折号) is used to separate two parts of a sentence whereas a hyphen (连字符) is used to join two words or to hyphenate a long word at the end of a line. However, don't insert hyphens into words by hand in order to hyphenate them – hyphenation



happens either automatically, or most frequently not at all, and the manually inserted hyphens remain within words after the text has been reflowed.

**Example:**

Em dash: — (Alt+0151)	PC 技术现在已经左右了我们的商业活动，不久它们也会大量地出现在我们的家庭生活中 — 通过一个中央系统来控制我们的家庭保安、照明和能源使用等等。
En dash: – (Alt+0150)	80–90%
Hyphen: -	CD-ROM, 图 1-1; TEL: 86-10-68914736

**Note:** Using Em dash may affect the readability of the sentence and make it sounds un-Chinese, please only use it when really necessary.

**Comma, caesura sign and Semicolon**

General separation within a Chinese sentence should use double-byte comma ( , ); separation between parallel nouns (including nouns left in English) should use double-byte caesura sign ( 、 ). The separation between two parallel sub-sentences should use double-byte semicolon ( ; ).

**Example:**

该目录中有五个文件，其中包含一个 .INI 文件。  
 数据库组件包括表、视图、索引等概念。  
 在根目录下有 Autoexec.bat、Config.sys 等文件。  
 Public 目录位于 C: 驱动器上，用于保存系统文件；Personal 目录位于 D: 驱动器上，用于保存个人文件。

**Note:** Please avoid using caesura sign before "和", "或" or "及":

Incorrect: 目录、文件夹、和文件  
 Correct: 目录、文件夹和文件

**Colon**

UI: Please use single-byte colon.  
 UE: Please use double-byte colon.

**2.5 Formatting**

**UI, Italics**

Follow the formatting in English source. Except:

Style	Usage	English	Simplified Chinese
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UI	UI references (menu names, command names, dialog box items, etc.)	from the File menu	从“文件”菜单
		on the Settings tab	在“设置”选项卡上
		in the File Open dialog	在“文件打开”对话框中
<i>Italic</i>	Book titles	in the <i>Using Databases</i> manual	在《使用数据库》手册中 OR, if the book is not localized: 在 <i>Using Databases</i> (使用数据库) 手册中

Please note that the space characters or punctuation characters surrounding the formatted word or phrase should NOT be formatted:

**Example:**

Incorrect: 在文件菜单上, 单击打开。  
Correct: 在文件菜单上, 单击打开。

Note: Display invisible characters to see the formatting of spaces in the example. Try to work with invisible characters displayed during translation/edit/proof.

**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 avoid using them in Simplified Chinese unless length limitation is of concern.

**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.

On first text mention of a brand, always follow it or precede it with a descriptive noun such as “软件,”“解决方案,”“模块,”“应用程序”, etc. If possible, use these descriptive nouns with brand names in the whole body text.

## 2.8 Common Standard Translations

Note	说明 (or 注意) -- Please decide according to the context or TM.
Important	重要说明
Warning	警告
Caution	小心
Table of Contents	目录
Index	索引
See also	另请参见
Appendix	附录
Hint	建议
Tip	提示

## 2.9 Abbreviations

Simplified Chinese does not use abbreviations in alphabetic letters. However, English abbreviations could be kept when (and only when) necessary, e.g. in UI and where space and length limitation is of concern.