Microsoft

German Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for German. This guide will help you understand how to localize German content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the Microsoft voice.
- Familiarize yourself with the recommended style references in German.

1.1 Reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references on orthography, style and usage

Governments in countries where German is spoken do not prescribe an official dictionary. The Duden is the main reference resource and "unofficial authority" for

German grammar and orthography. Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar and terminology in the following publications or online presences.

List of references:

1. https://www.duden.de (Online homepage of Duden)
2. Duden - Die deutsche Rechtschreibung. Bibliographisches Institut, Berlin; 28. Auflage, 2020
3. WAHRIG Wörterbuch der deutschen Sprache, Neu bearbeitete und aktualisierte Ausgabe 2018, Renate Wahrig-Burfeind, Gerhard Wahrig (Hrsg.), Deutscher Taschenbuch Verlag, München 2018
4. Duden. Richtiges und gutes Deutsch. Bibliographisches Institut, Berlin; 8. Auflage, 2016
5. Duden. Die Grammatik. Bibliographisches Institut, 9. Auflage, überarbeitet, Mannheim, 2016

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

2.1 Choices that reflect Microsoft voice

Translating into German in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

2.1.1 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to German customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the contents yourselves. Sometimes, you may need to remove any unnecessary content.

English example	German example
Low-slung for killer downforce and decked out with stunning details like Testarossa-styled driver's-side mirrors, this squadron of late-model Ferraris—including the F430 and the 458 Italia—will bring some serious swagger to your Windows desktop.	Mit den tiefergelegten neuen Ferrari-Modellen wie dem F430 und dem 458 Italia erregt Ihr Windows-Desktop ein Maximum an Aufmerksamkeit.

Set-up and get started in 10 minutes. Inside-out tracking is built right into each headset - no external set-up required. Experience new worlds at home or anywhere you want. Wherever your devices go, Windows Mixed Reality follows.	Bereit in 10 Minuten. Inside-Out-Tracking ist direkt ins Headset eingebaut und muss nicht extern eingerichtet werden. Entdecken Sie neue Welten, von zu Hause und jedem anderen Ort. Windows Mixed Reality ist überall auf Ihren Geräten mit dabei.
Ooh, ooh, ooh, what a little moonlight can do to you! Yes, but how about a LOT of moonlight? This free theme for Windows features brilliant full moons, hazy winter moons, and moons rising dramatically over castles, mountains, cityscapes, and rock formations.	Etwas Mondlicht erhellt die dunkelste Nacht. Aber wie steht's mit VIEL Mondlicht? Dieses kostenlose Design für Windows enthält strahlende Vollmonde, diesige Wintermonde sowie dramatische Mondaufgänge über Burgen, Bergen und Städten.

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	*Do*
As well as	*Also, too*
Attempt	*Try*
Configure	*Set up*
Encounter	*Meet*
Execute	*Run*
Halt	*Stop*
Have an opportunity	*Can*
However	*But*

Give/provide guidance, give/provide information	*Help*
In addition	*Also*
In conjunction with	*With*
Locate	*Find*
Make a recommendation	*Recommend*
Modify	*Change*
Navigate	*Go*
Obtain	*Get*
Perform	*Do*
Purchase	*Buy*
Refer to	*See*
Resolve	*Fix*
Subsequent	*Next*
Suitable	*Works well*
Terminate	*End*
Toggle	*Switch*
Utilize	*Use*

See below words or phrases to avoid in German and their equivalent words or phrases to be used to convey the German Microsoft voice.

en-US source	de-DE word to avoid	de-DE word/phrase
give/provide guidance	Unterstützung bieten	unterstützen *or* helfen
in parts	partiell	teilweise
require	erfordern	benötigen

browse the Internet	im Internet browsen	im Internet surfen
Make a call	einen Anruf durchführen, telefonieren	einen Anruf tätigen/führen
Mobile phone	Mobiltelefon	Handy

2.1.3 Word choice

Terminology

Use approved terminology from Microsoft Terminology - Globalization | Microsoft Learn where applicable, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

The German Microsoft voice can be conveyed through similar means by using short words used by people in daily conversations. Take care to adhere to approved terminology and not use different target terms for already established and approved terms. There are only some occasions that allow shortened form of words. These words are well-established in common usage. Be careful with using abbreviated forms in German, as they might not be understood by all target audiences or it may have different connotations in other German speaking countries.

Examples of allowed short words:

en-US source term	de-DE word	de-DE word usage
App	App	Use *App* instead of *Anwendung* or *Programm*.
Info	Info	Use *Info* in casual situations, unless *information* fits the context. However, use *Informationen* when you point the reader elsewhere ("for more information, see <link>").The abbreviation "Info" can be used if there are length restrictions.

en-US source term	de-DE word	de-DE word usage
PC	PC	Use for personal computing devices that run Windows (*computer* for situations about PCs and Macs).
Web	Web	Use *Web* in causal situations. *Internet* should be used, when present in the source.

2.1.4 Word-to-word translation

Literal translation should be avoided, as it often fails to get the sense of the text across and sounds unnatural, even ridiculous. If necessary, split or merge sentences; omit descriptors to make the text snappier.

English text	Correct German translation	Incorrect German translation
Find what you need on the web, using the browser best suited for Windows.	Mit dem für Windows optimierten Browser steht Ihnen das Web offen.	Suchen Sie mit dem für Windows optimierten Browser im Internet.
You use multiple PCs and a phone.	Sie verwenden verschiedene PCs und ein Smartphone?	Sie verwenden verschiedene PCs und ein Telefon?
Compose your vision within the cloud	Lassen Sie Ihrer Kreativität in der Cloud freien Lauf.	Realisieren Sie in der Cloud Ihre Vision.

2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Address the user to take action

en-US source	de-DE target	Explanation
The password isn't correct, so please try	*Das Kennwort ist falsch. Versuchen Sie es noch einmal.*	The user has entered an incorrect password so provide

again. Passwords are case-sensitive.	*Bei Kennwörtern muss die Groß-/Kleinschreibung beachtet werden.*	the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	*Mit dem Product Key stimmt etwas nicht. Überprüfen Sie ihn, und versuchen Sie es noch einmal.*	The user has entered an incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	*Jetzt kann's losgehen.*	Casual and short message to inform the user that setup has completed, and the computer is ready for use.
Would you like to continue?	*Möchten Sie fortfahren?*	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	*Geben Sie Ihrem PC einen beliebigen Namen. Wenn Sie die Hintergrundfarbe ändern möchten, deaktivieren Sie den hohen Kontrast in den PC-Einstellungen.*	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Promoting a feature

en-US source	de-DE target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	*Bildcode ist eine neue Methode zum Schutz Ihres Touchscreen-PC. Wählen Sie dafür ein Bild aus und überlegen Sie sich eine Geste. Die Kombination aus beidem ist ihr persönliches Kennwort.*	Promoting a specific feature with the use of em-dash to emphasis the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account	*Wenn Sie möchten, wählen Apps Inhalte aufgrund Ihres PC-Standorts, -Namen, Profilbilds und anderer Domäneninformationen für Sie aus .*	Promoting the use of apps. Depending on the context of the string we

picture, and other domain info.		can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.3 Providing how-to guidelines

en-US source	de-DE target	Explanation
To go back and save your work, click Cancel and finish what you need to.	*Klicken Sie auf "Abbrechen", um zu Ihrer Arbeit zurückzugehen, letzte Änderungen vorzunehmen und dann zu speichern.*	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	*Um Ihren aktuellen Bildcode zu bestätigen, beobachten Sie einfach die Wiedergabe, und zeichnen Sie die angezeigten Beispielgesten auf Ihrem Bild nach.*	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	*Geben Sie nun den Product Key ein. Wenn Sie eine Internetverbindung herstellen, aktivieren wir Windows für Sie.*	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

2.2.4 Explanatory text and providing support

en-US source	de-DE target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep	*Die Updates wurden installiert. Damit sie übernommen werden, muss Windows Setup neu gestartet werden. Nach dem*	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're

going from where we left off.	*Neustart setzen wir die Aktion dort fort, wo wir sie unterbrochen haben.*	doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	*Wenn Sie diesen PC neu starten, können Sie oder andere Nutzer ungesicherte Daten verlieren.*	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	*Dieses Dokument wird automatisch in die richtige Bibliothek und den richtigen Ordner verschoben, nachdem Sie die ungültigen oder fehlenden Eigenschaften korrigiert haben.*	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	*Die Dateien zum Erstellen des startbaren USB-Speichersticks konnten nicht gefunden werden.*	Without complexity and using short sentences inform the user what has happened.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.
Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.
Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.
Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.
Don't use profane or derogatory terms.
Don’t use slang that could be considered cultural appropriation.
Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		Target examples	
primary/subordinate	master/slave	primär vs. untergeordnet or sekundär	Master vs. Slave
perimeter network	demilitarized zone (DMZ)	Umkreisnetzwerk	demilitarisierte Zone (DMZ)
colleagues; everyone; all	guys; ladies and gentlemen	Kollegschaft alle Kollegen und Kolleginnen	Kollegen
parent	mother or father	Eltern (pl) Elternteil (sg)	Mutter or Vater

3.1 Avoid gender bias

In collaboration with Microsoft Germany, our gender-neutral language strategies have been updated to reflect current best practices.
We remain committed to inclusive language. However, we recognize that certain gender-neutral constructions—such as the use of special characters like the gender star (*)—can compromise readability and usability. In such cases, gendered terms may still be used when no practical or natural-sounding gender-neutral alternative is available.

Linguistic authorities in Germany and industry associations like CLDR are still determining an overall approach to gender neutrality in terminology.

In the meantime, to promote more inclusive language, we have developed guidelines that support gender neutrality in a practical and consistent way.

A key principle of our approach is to **minimize the use of the generic masculine**, rather than eliminate it entirely. This allows for a balanced and pragmatic strategy that respects both inclusivity goals and established usage norms. This approach is particularly recommended for technical documentation and user interfaces, where clarity and precision are essential.

Below are recommended strategies to help achieve gender-neutral language in Microsoft products and content.

1. Opt for general terms that omit the notion of gender. When a gender-neutral noun exists in the lexicon, the gender-neutral noun should be used.

Examples:

Source term	Use this	Not this	Comment
student (lower ed)	Schulkind	Kursteilnehmer; Lernender; Schüler; Student Lernende	This term can only be used if the context is clearly related to young students.
team	Team, Gruppe	Mannschaft	

IT Administrator	IT Admin	IT-Administrator	"Admin" is not completely gender-neutral, but sounds more neutral, as it does not contain the masculine suffix, and thus can be regarded as a good compromise to maintain readability
travel guide	Reiseleitung	Reiseleiter	Refer to the function rather than to the individual person **where possible**.

Use neutral suffixes where possible and sensible. Opt for terms that have a neutral meaning with the suffixes -**hilfe, -kraft, -personal, -schaft, -leute** to replace gender-specific forms. Please keep in mind, though, that suffixes like **-schaft** refer to a whole group of individuals, not to subgroups or individuals, so they are not adequate to refer to specific (individual) people.

Examples:

Source term	Use this	Not this
customers	Kundschaft	Kunden
colleagues	Kollegschaft	Kollegen
security guards	Wachpersonal	Wachmänner
teacher	Lehrkraft	Lehrer
cleaner	Putzhilfe	Putzfrau
nurses, nursing staff	Krankenpflege-personal, Pflegepersonal	Krankenschwester, Krankenpfleger
specialist	Fachkraft	Fachmann
firefighters	Feuerwehrleute	Feuerwehrmänner
spouses	Eheleute	Ehegatten

2. Use plural forms to express generalizations. Ensure that the same meaning as the source text is conveyed, even if the source text uses the singular form. Using plural instead of singular terms can often be a good way to avoid genderized forms, because plural forms are more often non-genderized, while singular forms are more often gender specific.

Examples:

Source string	Use this	Not this
You need to be an organizer to cancel a meeting.	Nur Organisatoren können Besprechungen stornieren.	Nur ein Organisator kann Besprechungen stornieren.
A user can…	Benutzer können…	Ein Benutzer kann…

3. Use nominalized present participle. This method results in nouns that are short and explicit. Use nouns in this category only if they are already commonly used in German. Avoid inventing new words that sound unnatural. Plural forms are generally preferable.

This method is gender-neutral only in the plural form. Therefore, the singular should be avoided when possible. If it is not possible to avoid the singular form, the gendered form can be used to preserve readability. This applies especially to contexts with space restriction, such as field labels in the UI.

Here are some examples for nominalized present participles in the plural form that should be used to avoid gender bias.

Source term (collective meaning)	Plural gender-neutral form	Singular form
employee/employees	Mitarbeitende	Mitarbeiter
participant/participants	Teilnehmende	Teilnehmer
student/students (higher ed)	Studierende	Student
student/students (undefined context)	Lernende	Lernender

Note: Gender-neutral forms should not be used within compound terms, as this may compromise fluency and clarity. For example, “Mitarbeitererfahrung” should be used instead of “Mitarbeitendenfahrung.”

4. Use the “Person approach” sparingly. The “Person approach” (e.g., *teilnehmende Person*, *lernende Person*) should be used with caution when the singular form is necessary (i.e., the gender-neutral plural is unsuitable for the context) and no other inclusive alternative exists in the lexicon.

For present participle terms in the singular, the “Person approach” may serve as **a last resort** to maintain gender neutrality when no other gender-neutral strategy can be used.

Examples **(if fluency is not compromised**):

English term	Use this
employee	mitarbeitende Person
participant	teilnehmende Person
student (higher ed)	studierende Person
student (undefined context)	lernende Person

Important considerations:

- The use of the “Person approach” should be carefully balanced between maintaining gender neutrality and preserving natural fluency. Overuse or awkward phrasing can hinder readability and clarity.
- If the subject has already established in the context, referring simply to "Personen" or "eine Person" may suffice and be more natural.
- Apply this approach only when other gender-neutral strategies (e.g., pluralization, omission, rephrasing, or bypassing) are not viable. Explore alternative formulations that maintain inclusivity without relying on the “Person” construct.

Translators and Language Specialists are encouraged to explore creative solutions that strike a thoughtful balance between gender neutrality and readability.

5. Opt to omit or bypass the gendered term

Omission or bypassing is also a technique that can be used to avoid gender-specific language. Feel free to find creative solutions and rephrase sentences, as long as the original meaning is preserved. **Here are some examples:**

Source	Use this	Not this	Comment
learn from colleagues	voneinander lernen	von Personen aus der Kollegschaft lernen	Rephrase this phrase with "learn from each other."
stay safer from hackers	erhöhen Sie den Schutz vor Hackingangriffen	erhöhen Sie die Sicherheit gegenüber Hackenden	Rephrase this phrase with "increase protection against hacking attacks."
per-user fee	personenbasierte Gebühr	Gebühr pro benutzende Person	Rephrase this phrase with "person-based fee."

You may consult relevant websites that provide guidance on inclusive language, such as https://geschicktgendern.de, for suggestions on appropriate gender-neutral formulations.
If none of the recommended strategies yield a suitable gender-neutral alternative, the original gendered term should be retained.

6. Don't use gendered pronouns (*sie, ihre, er, sein, etc.*) in generic references. Instead:

- Rewrite to use the second or third person (*Sie*).
- Rewrite the sentence to have a plural noun and pronoun.
- Use articles instead of a pronoun (for example, *das Dokument* instead of *sein/ihr Dokument*).
- Directly address the reader (for example, „Bitte unterschreiben Sie das Formular" instead of „Der Antragssteller muss das Formular unterschreiben")

When you're writing about a real person, use the pronouns that the person prefers, whether it's *er, sie, es,* or another pronoun. It's OK to use gendered pronouns (like *er, sie, sein,* and *ihr*) when you're writing about real people who use those pronouns themselves.

When to retain gendered terms
For frequently used and well-established terms such as "Benutzer" (user), the generic masculine form should be retained, provided it refers to individuals in a general, non-gender-specific way. If referring to a specific female individual, a gender-appropriate or neutral alternative should be used.

This approach helps maintain clarity and consistency, especially in technical contexts where certain terms are deeply embedded in industry usage and no practical gender-neutral alternatives exist.

Some prominent examples for retaining gendered terms:

Source term	Target term
customer	Kunde
organisator	Organisator
user	Benutzer
partner	Partner

Terms such as "customer" and "partner" are often used to refer to organizations, and, as such, there is no need to apply gender-neutral rules. If the context refers to individual persons, and all other techniques do not produce satisfying results to convey the singular meaning, it is acceptable to use the gendered forms.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity or sickness, such as *erkrankt an* or *leidet an*. Don't mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	Menschen/Personen mit Behinderung	Behinderte
person without a disability	normal person; healthy person	Menschen/Personen ohne Behinderung	Normale, Nichtbehinderte, Gesunde

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Select	Click	Wählen	Klicken

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *und, plus,* and *rund.* Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to the German language.

4.1 2024 language reform

The Rat für deutsche Rechtschreibung introduced updates to the official German orthography. These changes reflect actual usage trends and aim to standardize spelling across the German-speaking world. The new rules are binding for schools and public administration.

Authority: Rat für deutsche Rechtschreibung

Effective date: July 1, 2024

Transition period: Until July 31, 2027.

Key changes include:

4.1.1 Anglicism spelling normalization

What changed: The Rat für deutsche Rechtschreibung has systematically codified rules for anglicisms for the first time.
Rule: English verbs receive **German flexion endings** in all conjugated forms:

- Base rule: *sie jobbt, sie hat gechillt, wir mailen*

Participle II exception: Two variants are acceptable when:

a. The English infinitive ends with a silent -e: Both German and English endings allowed

- *gelikt* OR *geliked* (*for "liken "*)
- *getimt* OR *getimed* (*for "timen"*)

b. Predominantly unflected usage: Original English form permitted

- *relaxt* OR *relaxed*
- *overdresst* OR *overdressed*

Critical restriction: When the participle is **inflected or compared**, only the German variant is correct:

- *der gelikte Beitrag* (NOT *gelikede*)
- *eine gefakte Nachricht* (NOT *gefakede*)

4.1.2 Extended infinitives: mandatory comma

What changed: Commas with infinitive groups are now mandatory, replacing the previous optional rule. **Extended infinitives with zu** must always be separated by a comma.
It is now mandatory to use a comma in the following cases:

- **Introductory words**: When the infinitive group is introduced by *um*, *ohne*, *statt*, *anstatt*, *außer*, or *als*.

  Example: Er ging, ohne sich zu verabschieden.
- **Noun dependence**: When the infinitive group directly modifies or depends on a specific noun.

  Example: Er hat die Absicht, morgen zu kommen.

- **Correlative words**: When a placeholder/correlative like es, dazu, daran, or darauf points to the infinitive group.
  Example: Wir lieben es, gemeinsam zu arbeiten.
  Note: Simple infinitives without modifiers can still be written with or without a comma.
  Example:
  Wir hoffen, zu gewinnen.
  OR
  Wir hoffen zu gewinnen.

4.1.3 Hyphenation

4.1.3.1 Mandatory hyphenation (Durchkopplung) in compound terms containing English multi-word terms

(Amtliches Regelwerk §44)

What changed: When an English multi-word term (e.g., *Social Media* or *Data Science*) is part of a German compound, all elements of the compound **must** now be linked using hyphens. The previously common "loose" spelling is no longer compliant with the official rules.

A. Generic terms

The rule applies fully to **generic, descriptive compounds**, including technical terminology, general vocabulary, and domain-specific expressions.

Incorrect	Correct
Data Science-Einstellungen	Data-Science-Einstellungen
Social Media-Konto	Social-Media-Konto
Cloud Computing-Lösung	Cloud-Computing-Lösung

B. Product names and proper nouns

Product names and proper nouns are exceptions to this rule in Microsoft terminology: When the English multi-word term is a product name, brand name, or any other proper noun (see also Compounds), the English name must remain unchanged. Only the attached German compound elements take a hyphen.

Incorrect	Correct	Comments
Unreal-Engine-Blueprints-Verweise	Unreal Engine Blueprints-Verweise	"Unreal Engine Blueprints" is a proper name and must not be hyphenated.

4.1.3.2 Mandatory binding (hyphenation or written as one word) for English noun-noun compounds (§45 E1)

English noun-noun compounds are hyphenated:
Midlife-Crisis, *Facility-Management*, *Chat-Widget*.
However, it is also acceptable to spell them as one word, such as:
Desktoppublishing, *Firmwareupdate*.

Duden does not apply this rule consistently (for example: *Midlife-Crisis*, *Facility-Management*, vs. *Homeoffice*, *Shoppingcenter*, *Callcenter*).

4.1.3.3 No binding (written separately) for English adjective-noun compounds (§37 E4)

English adjective-noun compounds remain separate and are not hyphenated:
Social Media, *Corporate Identity*, *High Society*
The term *Pull Request* can also fall under this category.
When these adjective-noun terms are part of a longer German compound, hyphenation must be applied. (see Mandatory hyphenation (Durchkopplung) in compound terms containing English multi-word terms): *Social-Media-Konto*, *Pull-Request-Benachrichtigung*, *High-Society-Magazin*.

4.1.4 Obsolete variants removed

What changed: Germanized spelling variants introduced in the 1996 spelling reform but **never adopted in actual usage** have been **eliminated** from the official word list.
Examples:

Obsolete form	Correct form
Spagetti	Spaghetti
Jogurt	Joghurt
Kusine	Cousine
Panter	Panther

Tunfisch	Thunfisch
Dränage	Drainage
Exposee	Exposé

4.1.5 Lowercase particles in English compounds

What changed: In English compounds consisting of a verb + particle (such as Add-on, Check-in), the particle (the second part) must now be lowercase unless it is a noun itself.

Examples:

Incorrect	Correct
Add-On	Add-on
Check-In	Check-in
Plug-In	Plug-in

4.1.6 Implementation guidance

As the 2024 language reform represents a pragmatic adjustment to the 1996 language reform, aiming to standardize spelling across the German-speaking regions, it is expected to have minimal impact on Microsoft products.

During the transition period, both the previous and the updated spellings may coexist in Microsoft products. The Microsoft Proofing Tools team is planning to publish corresponding updates in FY27, aligned with the official transition timeline.

4.1.7 Resources

- https://www.rechtschreibrat.com/regeln-und-woerterverzeichnis/ [rechtschreibrat.com]: general overview over all changes after the 1996 language reform
- https://grammis.ids-mannheim.de/rechtschreibung: details on the 2024 reform

https://www.rechtschreibrat.com/DOX/RfdR_Amtliches-Regelwerk_2024_UeberblickAenderungen.pdf

4.2 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.2.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space.

Use the common abbreviations listed below. Note, however, that we do not recommend extensive use of abbreviations.

Expression	Acceptable abbreviation
das heißt	d. h.
gegebenenfalls	ggf.
in der Regel	i. d. R.
und Ähnliches	u. Ä.
und so weiter	usw.
unter anderem	u. a.
unter Umständen	u. U.
vergleiche	vgl.
beziehungsweise	bzw.
zum Beispiel	z. B.
zum Teil	z. T.
zurzeit	zz.

Further guidelines

1. If a sentence ends with an abbreviation that has its own period, there is no additional end-of-sentence period.
2. Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in abbreviations such as z. B. or d. h.
3. If non-breaking spaces cannot be used (e.g. in Help files), it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

Use caution with the following abbreviations:

Abbreviation	Comment
OK	Use only in reference to the interface.
US	Use only in compounds such as US-Dollar, US-Produkt
MS	For legal reasons, Microsoft may not be abbreviated.
a. m./ p. m.	If it is necessary to keep the US time format in a product, use periods. (For space reasons it may be necessary to omit them in the software.)
2D/3D	This is the Microsoft-specific abbreviation of two-dimensional (2-D) and three-dimensional (3-D), respectively. As this abbreviation is usually combined with a noun and hyphenated (e.g. 3D-Darstellung), do not to use a hyphen in the abbreviation itself.

Abbreviations for measurements

In addition to common measurements such as km, m, cm, mm, etc. the following abbreviations are used in technical documentation.

Measurement	Abbreviation (+)	Comment/Example
Gigabyte	GB	Do not use: (-) Gbyte
Kilobyte	KB	Do not use: (-) Kbyte
Kilobit	KBit	Do not use: (-) Kbit
Megabyte	MB	Do not use: (-) Mbyte
Megabit	MBit	used to be (-) Mbit
Bits pro Sekunde	Bit/s	Use same type for similar measurements, e.g. frames per second => F/s
Megabits pro Sekunde	MBit/s	used to be (-) Mbit/s
Kilobits pro Sekunde	KBit/s	used to be (-) Kbit/s

Measurement	Abbreviation (+)	Comment/Example
Bytes pro Sekunde	B/s	
Megabytes pro Sekunde	MB/s	
Kilobytes pro Sekunde	KB/s	
Point/Punkt	Pt.	No plural form
Inch/Zoll	"	" is acceptable in Packaging and tables, but not in body text. Use full form instead.
Megahertz	MHz	

Exclusion list:

Don’t abbreviate such words as:

- "oder,"
- "und,"
- "allgemein,"
- "etwas,"
- "links,"
- "rechts" or
- anything else that may not be immediately recognizable to a user.

When in doubt, spell it out.

4.2.2 Acronyms

Acronyms and initialisms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language). They are not as common in German as they are in English.

Caution: Don't include the full form of the last letter after the acronym or initialism. It is a redundancy that occurs in source text sometimes, but it should be corrected in translation.

Example:

en-US source	de-DE target
RPC call	(+) Remoteprozeduraufruf
HTML language	(+) Hypertext Markup Language (HTML)
TCP/IP-Protokoll	(+) TCP/IP
PIN-Nummer	(+) PIN

German equivalents

In UA material, use the German full form on first mention followed by the English full and short forms in parentheses.

Example:

- (+) Datenzugriffsobjekte (Data Access Objects, DAO)
- (+) ActiveX-Datenobjekte (ActiveX Data Objects, ADO)

In UI material, other than in wizards, there is usually not enough space for all three variants. If there are space constraints or if there is no "first" occurrence, it is up to the localizers to judge whether the English short form is understandable without German equivalent.

The localizer should also take into account that users of distinct products will also have different levels of knowledge: A German user of Exchange may readily understand what "DL" stands for, while the average German Windows user may not and prefer the German equivalent "Verteilerliste." Try to be consistent within a product.

Note: Although the English short form generally can't be derived from the German translation, creating a new short form from the German term is not an option.

Acronyms and initialisms in English

Many acronyms and initialisms are standardized and remain in English. They are only followed by their English full form if necessary for understanding. When the short form is rather common, adding the full form does not add value, but may be confusing.

Examples:

- ANSI (American National Standards Institute)
- ISO (International Standards Organization)
- ISDN
- WLAN
- HTML
- HTTPS

4.2.3 Articles

This section treats articles for product and feature names. For general information on grammatical gender, refer to German grammar references as well as to the section Gender.

English names in German texts

Like most proper names, Microsoft product names and non-translated feature names are used without definite or indefinite articles in both English and German. "Von" and a dative construction is an effective way of avoiding a genitive form and the associated inflection. A genitive "s" must not be attached to trademarked product names, as it could be interpreted as a modification of such names.

Example:

- (+) Die Vorteile von Active Desktop

German feature names

Feature names in German are not treated as proper names and therefore take a definite or indefinite article.

Example:

- (+) Öffnen Sie den Task-Manager.

Articles for English borrowed terms

Here are aspects to consider for English loan words used in Microsoft products:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the German language?
- Analogy: Is there an equivalent German term whose article could be used?

- Frequency: Is the term used in other technical documentation? If so, what article is used most often?
  The internet may be a helpful reference here.

Always consult Microsoft Terminology - Globalization | Microsoft Learn to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

- die Homepage => die Seite

4.2.4 Capitalization

Follow the general German capitalization rules.

Capital ß

On 29th June 2017, the capital ß (ß – ß) has become an official letter in German orthography.

It can be used to replace the capital "SS" in words that are written in capital letters and use the "SS" as a replacement for the capital ß.

Example: STRASSE – STRAßE

Windows keyboard shortcut for capital ß: Shift + Alt Gr + ß

Special case: Capitalization in English titles

In English titles, for example, all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (e.g. that, until, which) are capitalized. Do not apply the same principle to German titles. Instead, follow the general German capitalization rules. The same rule applies to software strings.

Example:

- Switching Between Windows => (+) Wechseln zwischen Fenstern

4.2.5 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

The Microsoft standard is that compounds of three components or less are written in one word, unless there are definite problems with the readability of a term (i.e. not subjective readability, but the coming together of several letters to form an unintended character combination, e.g. US: back end, would be "backend," the German present participle of "backen" => for better readability: Back-End), or the software design requires hyphenation. Regarding hyphenation we do not make a difference between English and German compounds anymore.

Examples:

Compounds with more than three Components	
Dropdown Combo	Dropdown-Kombinationsfeld
Home page file name	Homepage-Dateiname
Real-time conversion rate	Echtzeit-Konvertierungsfrequenz

Compounds made of German and English components are often hyphenated to avoid readability problems. *Duden* should be used as a guideline as well.

Examples:

Multiple-Choice-Verfahren
Drop-down-Menü
Web-Anwendung
Content-Inhaltsanbieter
Online-Status
E-Mail-Programm

Examples of exceptions:

Chatverlauf
Livestreaming

Livechat
Laserdruckertreiber
Softwareprogramm
Fremdsprachensoftware

This applies mainly when the English term is a "foreign borrowing"—any word representing a readily recognizable foreign term whose regular use in German is acceptable to the majority of monolingual speakers of German.

Product Names

Product names are not hyphenated for legal reasons. However, in order to offset the actual product name from the word that follows in a compound, the hyphen is placed right between the product name and the following term. Please note that this rule applies even if the word that follows is an English term. The only exception is a product name directly followed by the word “Setup,” because this Setup is treated like a product name.

Examples:

Visual Studio-Plug-in
Power BI-API

4.2.6 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

Similarly, the de-DE Microsoft voice can use conjunctions and adverbs in order to convey a more natural and easier to understand tone.

en-US source text	German old use of conjunctions	German new use of conjunctions
On opening the document in <product> potential coauthors will be shown in the Info bar by a ballon tip.	Beim Öffnen des Dokuments in <Produkt> werden Ihnen mögliche Co-Autoren mithilfe eines Ballontipps in der unteren Infoleiste angezeigt.	Wenn Sie das Dokument in <Produkt> öffnen, können Sie eventuelle Co-Autoren per Ballontipp unten in der Infoleiste sehen.
To deploy the application, do this.	Zum Bereitstellen der Anwendung gehen Sie folgendermaßen vor.	Um die App bereitzustellen, gehen Sie wie folgt vor.

4.2.7 Contractions

For en-US Microsoft voice, the use of contractions helps to convey a conversational tone and are used whenever possible.

If the German Microsoft voice can be conveyed, then contractions are fine to use. While there are some perfectly acceptable and frequently used contractions, there are others that are too informal.

Here are some examples of contractions that can be used in the right context.

en-US source text	de-DE long form	de-DE contracted form
Can you imagine?	Hätten Sie es gedacht?	Hätten Sie’s gedacht?
Try again.	Versuchern Sie es noch mal.	Versuchen Sie’s noch mal.

4.2.8 Gender

For information on grammatical gender, follow general rules for the German language. For terminology, where gender information Microsoft Terminology - Globalization | Microsoft Learn deviates from these rules, Microsoft term information overrides the general language rules.

Example:

Reference	Term Info	Comment
Microsoft terminology database	(+) Virus, der	Correct Microsoft usage (For complete information on this term, refer to the Microsoft terminology database)
Duden	Virus, das, *außerhalb der Fachspr. auch* der; *(kleinster Krankheitserreger; zerstörendes, unbemerkt eingeschleustes Computerprogramm)*	
Microsoft terminology database	(+) Blog, der	Correct Microsoft usage (For complete information on this term, refer to the Microsoft terminology database)
Duden	Blog, das, auch der; <engl.> *(kurz für Weblog)*	

For information on gender bias, refer to the section Avoid gender bias

4.2.9 Genitive

First and foremost, follow the standard conventions on using -es vs. -s in genitive formation. However, in cases where both solutions are possible, always use the simple ending -s.

Convention 1: Product Names

A genitive "s" must not be attached to (trademarked) product names, as it could be interpreted as a modification of such names.

Convention 2: -ES Genitive

Following the standard conventions, words ending on -s, -ß, -z, -tz, -x need the -es genitive.

Examples:

- Verzeichnis -> (+) des Verzeichnisses

- Gruß -> (+) des Grußes
- Absturz -> (+) des Absturzes
- Satz -> (+) des Satzes
- Suffix -> (+) des Suffixes

Convention 3: -s Genitive

In cases where both endings are valid, always use the simple ending -s. (This applies also to words like "Debitor" or "Kreditor" where Duden allows a genitive formation with "-s" or "-en.")

Examples:

- Text -> (+) des Texts
- Feld -> (+) des Felds
- Tag -> (+) des Tags
- Vertrag -> (+) des Vertrags

Convention 4: Abbreviations

Applying the standard German orthography, abbreviations like PC do in general not take the genitive "s" if (for neuter and masculine nouns) the genitive case is clearly recognizable through the syntax (cp.: des PKW).

Examples:

- der PC -> (+) des PC
- das WLAN -> (+) des WLAN
- der ISP -> (+) des ISP
- das XML -> (+) des XML

See also: Unlocalized feature names in the section Articles.

4.2.10 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with a German colloquialism unless it is a perfect and natural fit for that context.

- Express the *intended meaning* of the colloquialism in the source text only if the colloquialism's meaning is an integral part of the text and can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.
- Do not translate the colloquialism literally.

en-US source	de-DE target
We've hit a snag.	Wir sind leider auf ein Problem gestoßen.
It's lonely in here. Go to the Store to add some podcasts.	Es ist so leer hier. Besuchen Sie den Store, um Podcasts hinzuzufügen.

4.2.11 Nouns

Follow general German language grammatical rules.

Find information on specific nouns in the section on English Terminology and the German Language System.

4.2.12 Numbers

Follow Duden guidelines on when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four).

4.2.13 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the en-US Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying the en-US Microsoft voice, however, this does not apply to German.

Translate English prepositions according to their context and avoid anglicism. The following prepositions have become standard practice at Microsoft:

en-US Expression	de-DE Expression	Comment
migrate to	(+) migrieren zu	Do not use: (-) auf, (-) nach
import from/to	(+) importieren von/in	
export to	(+) exportieren nach	
integration with	(+) Integration in	
update/upgrade to	(+) aktualisieren/upgraden auf	
add to	(+) hinzufügen (+ Dativ)	Pls avoid (-) “hinzufügen zu” if not necessary; Example: (+) Benutzer wurde dem Konto hinzugefügt instead of (-) Benutzer wurde zum Konto hinzugefügt
change to	(+) ändern in	used to be "change in" and (-) "ändern auf"
compatible with	(+) kompatibel mit	Do not use: (-) zu
click (on) something	(+) klicken auf	
connect to	(+) verbinden mit	Do not use: (-) zu
in the toolbar	(+) auf der Symbolleiste	
click the tab	(+) auf die Registerkarte klicken	
on the menu	(+) im Menü	
on the net	(+) im Netz (werk)	Do not use: (-) auf dem
on the Internet	(+) im Internet	Do not use: (-) auf dem
on the Web	(+) im Web	Do not use: (-) auf dem
on a web site	(+) auf einer Website	used to be "in einer"
on a web page	(+) auf einer Webseite	

en-US Expression	de-DE Expression	Comment
welcome to ...	(+) willkommen bei ...	
For information on ... see ...	(+) Informationen zu/über ... finden Sie unter ...	Do not use: (-) "Für Informationen zu/über ... sehen Sie ..."

4.2.14 Pronouns

For the en-US Microsoft voice, use of personal pronouns is a powerful way to express all the attributes of the Microsoft voice. The source text is moving away from indirect methods of referring to the user as "user" and instead addressing the user directly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," are avoided as they sound formal and impersonal.

The German Microsoft voice follows the usage of the en-US voice if this does not harm the grammar or create redundancy. Addressing the user by first-person or second-person pronouns conveys the meaning that this person is not anonymous and is an agent of the situation and all actions. The usage of “wir” (we) generates the image of a team behind the software who cares about what the user is doing. However, always check the context and decide according to your feel for the language. In some cases the use of "we" might sound strange and might need to be replaced by a more neutral translation in German even if "we" is used in the source text.

Examples:

de-DE classic user reference	de-DE modern user reference
Benutzer können den Zeitpunkt für die Installation von neuen Updates festlegen.	Sie bestimmen, wann neue Updates installiert werden sollen.
Diese Einstellung bietet Benutzern eine optimale Anzeigedarstellung.	Wählen Sie eines der Schemas aus oder erstellen Sie ein neues.

Important: For German, when addressing children/teens under age of 18, use the informal “du”. Usually, you will get specific instructions at localization time.

en-US modern user reference	de-DE modern user reference
Your parent might not want you to visit this website.	Wahrscheinlich möchte deine Mutter oder dein Vater nicht, dass du diese Website besuchst.
If you're not sure this website would be OK with your parents, don't visit it.	Wenn du nicht sicher bist, ob deine Eltern diese Website erlauben, solltest du sie nicht besuchen.

Note: in general, verify the usage of "I", "we" and "you" in product-specific guidelines.

Special case: "My" terminology

"My" terminology is rarely used in new US Microsoft materials; however, it was frequently used in the past and there are occurrences in legacy material. For German products, the guideline is to leave out the possessive pronoun.

The following translations are standard for Windows:

Examples:

- My Computer --> (+) Arbeitsplatz
- My Documents --> (+) Eigene Dateien

4.2.15 Punctuation

For a detailed discussion of German punctuation, refer to the punctuation guidelines in Regeln und Wörterverzeichnis, Empfehlung des Rats für deutsche Rechtschreibung: https://grammis.ids-mannheim.de/rechtschreibung/6198. The comma rules in this document are not significantly different from the original rules. Therefore, we suggest not changing commas in legacy material, unless they impede usability.

Punctuation in digit groups

Country/region: **Germany, Austria and Luxembourg**

- Decimal Separator: ,
- Decimal Separator Description: comma
- Decimal Separator Example: 10,50 cm; 199,95 €; 1.495,68 kg
- Thousand Separator: .
- Thousand Separator Description: period
- Thousand Separator Example: 9.999,99 €; 120.000 kg; 1.250.254,99 m
- Notes: Numbers are written in groups of 3 digits.

Country/region: **Switzerland and Liechtenstein**

- Decimal Separator: .
- Decimal Separator Description: period
- Decimal Separator Example: 10.50 cm; 199.95 SFR; 1'495.68 kg
- Thousand Separator: '
- Thousand Separator Description: apostrophe
- Thousand Separator Example: 9'999.99 SFR; 120'000 kg; 1'250'254.99 m
- Notes: Numbers are written in groups of 3 digits.

Comma

Follow general German language grammatical rules on using comma. Find specific information below.

Comma before „und" or „oder": If „und" or „oder", connect two full sentences (with a subject and verb), they need to be preceded by a comma.

For information on the use of commas in numerals refer to the top of this section.

Colon

Follow general German language grammatical rules on using colons. Find specific information below.

Special case: Do not use colons or other punctuation mark at the end of procedural titles.

See also: Punctuation in Error Messages.

Example:

en-US	de-DE	Comment
To set up the ABC program 1. ... 2. ...	(+) **So installieren Sie das Programm ABC** 1. ... 2. ...	There is NO colon or other punctuation mark at the end of procedural titles.

Dashes and hyphens

There are three different dash characters:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

First and foremost: avoid unnecessary hyphenation. Hyphens can often be avoided by applying the common rules of German syntax instead of following the US syntax. When faced with a complex compound, resolve it by clarifying the relationship among the various compound components. Ways of doing this include shifting the word order or using prepositions.

For detailed information and examples on the Microsoft standard use of hyphens in compounds, go to the section Compounds.

En Dash

The en dash is used as a minus sign, usually with spaces before and after.

Character	En Dash
–	Halbgeviertstrich (en-dash); typically used as „Gedankenstrich“ and „Minuszeichen“

Example:

- – 2.375,99 EUR

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

Em Dash

In English the em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

Character	Em Dash
—	Geviertstrich (em-dash; not used in German documentation)

Ellipses (Suspension points)

Character	Ellipses
…	Ellipsis is a triple-dot punctuation mark, which is also called a suspension point (Auslassungspunkte). Ellipses, in general, tend to apply to a colloquial register and—wherever possible—should be avoided in the Microsoft context. Exception: **UI elements.** There is n**o space required when a continuing action is indicated (x gibt eine Nachricht ein…)**

Period

Follow general German language grammatical rules on using periods. Find specific information below.

Periods in lists and tables: To avoid inconsistencies when setting a period at the end of a list or table entry, adhere to the following guidelines.

Guidelines:

- If bulleted items are complete sentences: each ends with a period
- If bulleted items continue an introductory clause: do not use a period
- For items in a list (chapters, sections, products, system requirements, etc.) that are neither sentences nor continuations of sentences: do not use a period
- If your translation is longer than the US text, or if you split your translation into several independent sentences, use common sense and insert a period if it improves the German style
- Never put a period after just one word
- The same convention applies to instruction lists, captions and callouts.

For information on the use of periods in numerals refer to the top of this section.

Quotation marks

Quotation marks are, for example, used when a software user interface element is referred to.

In US source strings, you may find software references surrounded by English quotation marks.

Double quotes are the correct German typographical characters although slightly different from the English in terms of direction and location. The opening quotation mark is at the bottom „ (ANSI 0132); the closing quotation mark is at the top “(ANSI 0147) (cp. English closing quotation mark: ” (ANSI 0148)).

As the manufacturer of one of the leading word processing applications, we have an obligation to abide by German printing industry standards, curly quotation marks being one of them.

The usage of German curly double quotation marks (bottom/top) is recommended although all forms of quotation marks are possible for Microsoft products: curly or straight quotes, and top/top or bottom/top quotation marks. Single quotation marks should be used only when necessary for technical reasons.

Some fonts do not display the German closing quotes correctly. In cases of single sourcing where a Help engine does not support curly quotation marks, using straight quotation marks is also a valid solution in printed documentation which is later converted to Help.

Examples:

1. Favored solution (curly, bottom/top): „Anführungszeichen“
2. Alternate solution (straight, top/top): "Anführungszeichen"

Parentheses

In English and in German, there is no space between the parentheses and the text inside them.

Follow general German language grammatical rules on using parentheses.

Example:

en-US source	de-DE target
5G (10 GBit/s)	5G (10 GBit/s)

4.2.16 Sentence fragments

While the English modern voice allows sentence fragments to convey a conversational tone, it is very unusual in written communication for German. On rare occasions, fragments or contractions are allowed, e.g. in headings or eye-catchers on Websites.

Important: Make sure that the fragment fits into the context and no relevant information gets lost.

en-US source text	de-DE long form	de-DE sentence fragment
Use the following steps	Folgen Sie den Anweisungen:	*So geht's:*
To start the process	So starten Sie den Prozess	*Auf geht's* or *Und so geht's*
Here are some news	Neuigkeiten	Was gibt's Neues?

4.2.17 Subjunctive

In German, the subjunctive form is mainly used in written form and indirect speech.

It is, in general, not appropriate style in the Microsoft context. Rather use active voice and imperative or indicative mood. These are easier to understand than subjunctive mood or passive voice, which can be confusing or sound formal.

4.2.18 Symbols & nonbreaking spaces

Symbols

This style guide does not cover all symbols used in Microsoft products.

Nonbreaking spaces

In HTML coding, the nonbreaking space ( ) is a character entity which can create white space between words or web page elements, or stop the browser from breaking a line in the wrong place.

Example for preventing a line break with a nonbreaking space:

- Mr. Mustermann à Herr Mustermann

Note: Nonbreaking spaces should only be used whenever they are present also in the US text. Otherwise it is recommended to use a blank space as nonbreaking spaces can create functionality problems. They can cause problems in the generation of the final documents and should not be used in online help and documentation live content.

4.2.19 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Follow general German language grammatical rules on using verbs. For specific information and examples, refer to the following sections:

- Some verbs require different translations, depending on the concept or context. Refer to the sub-section Terminological Ambiguities in the section Frequent errors—troublesome or conflictive words for detailed information and examples.
- English terminology and the German language system
- Error messages

5 Localization considerations

This section contains guidelines for localization into German.

General considerations

The language in Microsoft products should have the "look and feel" of a product originally written in German, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in German-speaking markets. Double-check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2 Applications, products, and features

Application and product names are often trademarked or may be trademarked in the future and therefore might remain in English even in target-language markets. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

Version numbers

Version numbers have the following format "Version x.x".

en-US source	de-DE target
If you are using Android 9.0 or later...	(+) Wenn Sie Android 9.0 oder höher verwenden...

Version numbers are usually also a part of version strings, but technically they are not the same.

5.3 Copilot predefined prompts

The process of instructing an AI to do a task is called prompting. We tell the AI a set of instructions (the prompt) and it performs the task. Prompts can be as simple as a question, or as complex as context, instructions, and multiple examples.

Best practices for the localization of Copilot prompts

Copilot prompts are functional. It is crucial that that the translations are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine.

- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a file, contact, meeting, so that the prompt uses specific data from the specified entity. The position of the entity token should make sense in the targe text syntax.
  Entity tokens may be within tags, such as **<entity type='file'>file</entity>**, or within **( )** or **[ ]**. The word or expression within the entity token should be translated. Read the Dev comments carefully, as they typically contain information on what should be translated. See examples containing entity tokens in the table that follows.
- **Place ghost texts at the end of the sentence.** Copilot provides real-time hints or suggestions, known as "ghost texts", based on the surrounding context. In English Copilot predefined prompts, ghost texts appear within placeholder tags at the end of the sentence, as in the following example:
  Add a slide about <placeholder>the benefits of meditation</placeholder>.
  As a rule of thumb, the ghost text should be placed at the end of the sentence in the translated prompts, so that users do not need to move the cursor to the beginning or in the middle of the prompt to add their own context.
- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.
- **Style**: Please use **informal** language, addressing the AI with *du*, for prompts.

Source prompt	Target prompt	Comments
List ideas for a fun remote team building event	Liste Ideen für ein unterhaltsames Remote-Teambuilding auf.	
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Welche Ziele und Themen wurden in der Besprechung behandelt? Formatiere jeden Abschnitt mit einer fett markierten Überschrift, mit einer Aufzählung und mit fett markierten Namen.	

Propose a new introduction to <entity type='file'>file</entity>	Empfiehl eine neue Einführung in <entity type='file'>Datei</entity>	This placeholder is an entity token. The text between the entity type tags should be translated, but not the entity type attribute (‘file’ in <entity type=’file’>. We cannot use verbs that have an adverb as a prefix, like "vorschlagen". In this imperative construction, the vor would have to be put behind the token. Evidently, if the token is inside the translation unit, then we could put a term and full stop behind the token, but it can happen that the token remains outside the translation unit, then moving part of the sentence behind it is not option, and you will have to be creative.
What were the open issues from <entity type='meeting'>meeting</entity>?	Was waren die offenen Fragen in <entity type='meeting'>Besprechung</entity>?	This placeholder is an entity token. The text between the entity type tags should be translated, but not the entity type attribute (‘meeting in <entity type=’meeting’>.
List key points from [file]	Liste die wichtigsten Punkte aus [Datei] auf.	[file] is an entity token. The text within the brackets should be translated.
Give me ideas for icebreaker activities for a new team	Zähle ein paar Ideen für Aktivitäten zum Kennenlernen eines neuen Teams auf	
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Erstelle eine Liste von <placeholder>Farbnamen, die vom Ozean inspiriert sind</placeholder>	The text within the placeholder is a ghost text and should be placed at the end of the sentence.
Create a brochure for <placeholder>a new theme park that is entirely underwater</placeholder >	Erstelle eine Broschüre für <placeholder>einen neuen Freizeitpark, der vollständig unter Wasser ist</placeholder>	The text within the placeholder is a ghost text and should be placed at the end of the sentence.

5.4 English terminology and the German language system

The influx of English into the German language system has significantly increased with the "information revolution." Although there is no language governing institution in German-speaking countries, there are popular movements to resist this trend. For the localization of Microsoft products into German, use the terminology that is most widely used in the computer press and among users. This naturally depends on the target market of each product (technical products are bound to contain more specialized language which usually means more English terminology).

While it is acceptable to use English terms if they are indeed the industry standard in Germany, it is by no means an alternative to researching current industry standards. False friends such as "Billion" for "billion" and stylistic anglicisms are still major translation mistakes (see section on anglicisms below). When incorporating English terms they must follow German grammar and syntax rules. The Institut für deutsche Sprache has guidelines for the formation and incorporation of neologisms, which we have adapted for this style guide. In cases that require more information, we can consult the IDS at any time.

The most important guidelines are outlined below:

Nouns

Inflection: English loan words are inflected when used in German.

Examples:

- (+) der Standort des Servers
- (+) auf diesen Servern

Plural Formation: English loan words are generally pluralized with the plural -s.

Examples:

- (+) Clients
- (+) Websites
- (+) Downloads

Special cases:

English loan words ending in the letter -y simply receive a plural -s according to the new German spelling.

Example:

- (+) Proxys

Loan words with the suffix -er follow German plural formation rules:

Examples:

- (+) Server
- (+) Manager
- (+) Viewer

Terms ending in -or receive a plural -s or -en depending upon whether they are already existing German nouns:

Examples:

- (+) Locators
- (+) Editoren

“Agent” is regarded as an English term and is pluralized with –s, including AI agent names. Compound terms containing “Agent” should be hyphenated.

Example:

- (+) Agents
- (+) Copilot-Agents, Codierungs-Agents, Kundenabsichts-Agents

Verbs

In a few cases English verbs are used as loan words. They follow German conjugation rules for weak verbs.

Examples:

- chat => (+) chatten, sie chattet, wir haben gechattet, zu chatten
- debug => (+) debuggen, sie debuggt, wir haben debuggt, zu debuggen
- crawl => (+) crawlen, sie crawlen, wir haben gecrawlt, zu crawlen
- fake => (+) faken, sie faken, wir haben gefakt/gefaked, zu faken
- like => (+) liken, sie liken, wir haben gelikt/geliked, zu liken

- time => (+) timen, sie timen, wir haben getimt/getimed, zu timen

Articles for English borrowed terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- **Motivation:** Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the German language?
- **Analogy:** Is there an equivalent German term whose article could be used?
- **Frequency:** Is the term used in other technical documentation? If so, what article is used most often?

  The Internet may be a helpful reference here.

- Refer to the Microsoft terminology database to confirm the use of a new loan word and its proper article to avoid inconsistencies.

Example:

- die Homepage => die Seite

Anglicisms

Anglicisms also increasingly sneak into sentence structure and syntax. Edit your documents with this in mind. The following examples illustrate the type of direct translation that increasingly occurs, but is not acceptable.

Example:

en-US source	Anglicism in de-DE	Correct de-DE translation
Holidays	(-) Urlaub	(+) Feiertage
For several minutes	(-) für mehrere Minuten	(+) mehrere Minuten lang
Middle East	(-) Mittlerer Osten	(+) Naher Osten

en-US source	Anglicism in de-DE	Correct de-DE translation
	(The term "Mittlerer Osten" exists in German as well, but it describes a much smaller region than the English term "Middle East." The closest German term to the English "Middle East" is "Naher Osten.")	
For more information contact ...	(-) Für weitere Informationen kontaktieren Sie ...	(+) Um weitere Informationen zu erhalten, wenden Sie sich an ...

5.5 Frequent errors—troublesome or conflictive words

There are certain cases where terminological or orthographic ambiguities leave room for interpretation. The intention of this section is to provide recommendations for these specific cases.

For additional information and examples, see also: Error Messages and Anglicism in the section English Terminology and the German Language System.

Orthographic ambiguities

The German orthographic reform sometimes allows for spelling alternatives. As long as consistency is not at risk and other style guide rules don't prevent it, the alternatives recommended by the Duden should be used. The following cases are mentioned here for clarification only.

One word vs. two words

The new German spelling rules allow two different spellings for some words. To avoid inconsistencies in Microsoft products, use the following forms:

Examples:

- so dass / sodass -> (+) sodass (BUT: aber er arbeitete so, dass er krank wurde)
- mit Hilfe / mithilfe -> (+) mithilfe
- auf Grund / aufgrund -> (+) aufgrund
- in Frage / infrage -> (+) infrage
- weit greifend / weitgreifend -> (+) weitgreifend

- schwer wiegend / schwerwiegend -> (+) schwerwiegend
- fertig stellen / fertigstellen -> (+) fertigstellen

Terminological Ambiguities

Some terms have different translations, depending on the concept or context. Below are answers to some frequently asked questions.

a) select, click, point – auswählen, markieren, aktivieren, klicken auf, zeigen auf

The default translation for the US term "select" is "auswählen." It is rather general in its meaning and should be used whenever the context does not require another specific translation such as "aktivieren" for check boxes, or "markieren" when the emphasis is on highlighting.

[Choosing the appropriate translation for "select" is a Terminology issue.]

The US text mostly uses the verbs "click" and "point" (instead of "choose"). The German equivalents are "klicken auf" and "zeigen auf" (always used with the preposition "auf"). "Enter" and "type" should be translated as "eingeben" when the user uses the keyboard for input.

Examples for "Select":

Item	en-US Example	de-DE Example	Comments
Lists	In the drop-down list, select an option.	(+) Wählen Sie in der Dropdownliste eine Option aus.	select = auswählen The user chooses a pre-existing entry, e.g. in a list.
Check Boxes	Select the check box.	(+) Aktivieren Sie das Kontrollkästchen.	select = aktivieren Correspondingly, "to clear" a check box = "deaktivieren."
Highlighting Text, Graphics, Cells, etc.	Select the text and then drag it to the new location.	(+) Markieren Sie den Text, und ziehen Sie ihn an die neue Stelle.	select = markieren The user "highlights" text (or numbers, cells or graphics).

Examples for "Click":

Item	en-US Wording	en-US Example	de-DE Example
Menus	On the ____ menu, click _____.	On the File menu, click Open.	(+) Klicken Sie im Menü **Datei** auf **Öffnen**.
Cascading Menus	On the ___ menu, click ___, and then click ___.	On the View menu, click Fonts, and then click Small.	(+) Klicken Sie im Menü **Ansicht** auf **Schriftarten** und dann auf **Klein**.
Shortcut Menus	On the shortcut menu, click _____.	On the shortcut menu, click Set Home Page.	(+) Klicken Sie im Kontextmenü auf **Homepage festlegen**.
Buttons	Click _____.	Click Forms. Click OK.	(+) Klicken Sie auf **Formulare**. Klicken Sie auf **OK**.
Tab Dialog Boxes	Click the ____ tab.	Click the View tab.	(+) Klicken Sie auf die Registerkarte **Ansicht**.
List Boxes	In the _____ box, click ____.	In the Color box, click Red.	(+) Klicken Sie im Feld **Farbe** auf **Rot**.

b) The Note: Hinweis vs. Notiz

"Hinweis" is used for notes to the user, e.g. in software or documentation. "Notiz" is used for notes the user is taking.

"Anmerkung" should not be used except in cases where "note" is used in the same text or section as "remark."

5.6 Guidelines for the localization of wizard names

General guidelines

For the localization of wizard names, follow the guidelines below.

Abbreviations: N = Noun, A = Adjective (incl. participle used as A), Nv = Verb used as Noun

en-US source	de-DE target	Rule	Pattern
Connection Wizard Installation Wizard	(+) Verbindungs-Assistent (+) Installations-Assistent	**Rule 1**: One noun is followed by a hyphen and "Assistent"	N-Assistant *(For the treatment of the Setup wizards, refer to the information available on the relevant entries in the Microsoft terminology database and mind possible conceptual differences. There are good reasons for using translations like "Two-Sided Printing Setup Wizard" > "Assistent zum Einrichten des beidseitigen Druckes" or "Stationary Setup Wizard" > "Briefpapier-Assistent.")*
Disk Cleaner Wizard Remote Installation Wizard	(+) Diskettenreinigungs-Assistent (+) Remoteinstallations-Assistent	**Rule 2**: A compound of two nouns, or a compound of an adjective and a noun is followed by a hyphen and "Assistent"	NN-Assistent or AN-Assistent **Rule 3:** In cases of three or more components, there are two different constructions, 3a + 3b:
Create Folder Files Wizard Break Mirror Wizard File Folders Synchronization Wizard	(+) Assistent zum Erstellen von Ordnerdateien (+) Assistent zum Aufteilen eines gespiegelten Datenträgers (+) Assistent zum Synchronisieren von Dateiordnern	**Rule 3a**: In cases of a compound with more than two elements, you can use "zum", nominalized verb and noun.	Assistent zum Nv von N /NN Or: Assistent zum Nv eines/einer/von A + N/NN
Scheduled Synchronization Wizard	(+) Assistent für geplante Synchronisierung (+)	**Rule 3b**: In cases of a compound with more than two	Assistent für A +N/NN

en-US source	de-DE target	Rule	Pattern
New Virtual Directory Wizard	Assistent für neues virtuelles Verzeichnis	elements, you can use "für", adjective and noun.	
Command Button Wizard	(+) Befehlsschaltflächen-Assistent	**Exception**: In cases where the wizard name cannot be separated, it is acceptable to have a compound with more than two elements followed by a hyphen and "Assistent."	

5.7 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

5.7.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can’t navigate out of a control group using arrow keys.

5.7.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

en-US source	Correct de-DE target
Press F1 to get Help If you want Help press F1 To get Help press F1	Drücken Sie F1, um die Hilfe anzuzeigen.
Oops, that can't be blank...	Leider darf dieser Eintrag nicht leer sein ...

German style in error messages

Be consistent in your use of terminology and style and don't translate them literally.

Standard phrases in error messages

Standard phrases should be translated consistently, even if the error message in English is not 100% consistent.

The phrases below commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

en-US source	de-DE target	Example	Comment
Cannot ... Could not ...	(+) ... kann nicht. (+) ... konnte nicht.	The texture file cannot be opened / Couldn't open output file (+) Die Strukturdatei kann nicht geöffnet werden. / Die (+) Ausgabedatei konnte nicht geöffnet werden.	Could not/couldn't V = N ... konnte nicht (Do not use: (-) Konnte ... nicht at the beginning of the sentence)
Failed to ... Failure of ...	(+) Fehler	Failed to generate ... due to a failure in generating a ... name. (+) Fehler beim Generieren einer ... aufgrund eines Fehlers beim Generieren eines ... Namens.	Failure = Fehler

Cannot find … Could not find … Unable to find … Unable to locate …	(+) finden	Cannot locate Microsoft Conversion Library. (+) Die Microsoft-Konvertierungsbibliothek kann nicht gefunden werden.	Locate, find = finden
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) nicht genügend	Not enough memory to complete this operation. (+) Nicht genügend Speicher zum Abschließen des Vorgangs.	not enough, insufficient = nicht genügend (Do not use: (-) nicht ausreichend); Also: use the definite article instead of the demonstrative pronoun unless it is important in context.
… is not available … is unavailable	(+) nicht verfügbar	FCB unavailable. (+) FCB ist nicht verfügbar.	Unavailable = nicht verfügbar

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>
%c means <letter>
%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."
"INI file "%1!-.200s!" section" means "INI file "<string>" section."

en-US source	de-DE target
Unable to locate an object with ID %1!d! because of the error code 0x%2!8.8X!.	(+) Ein Objekt mit der ID %1!d! wurde aufgrund des Fehlercodes 0x%2!8.8X! nicht gefunden.

Articles and pronouns

en-US source	de-DE target	Comment
File already exists / The file already exists / This file already exists	(+) Die Datei ist bereits vorhanden.	In complete sentences, use articles consistently even if the US string does not.
Memory control blocks were destroyed.	(+) Arbeitsspeicher-Kontrollblöcke wurden beschädigt.	In the plural, avoid the definite article (die) unless it is clear that reference to all is made.
Any action to correct the problem should be performed on this computer.	(+) Jeder Versuch, das Problem zu behandeln, sollte auf diesem Computer durchgeführt werden.	Adapt translation of any to the context: jede, jeder, alle, der/die/das,or omit. Here, the demonstrative pronoun (diesem) is important.
Windows cannot start your system. If the problem persists, contact your network administrator.	(+) Das System kann nicht gestartet werden. Wenden Sie sich an den Netzwerkadministrator, wenn das Problem wiederholt auftritt.	Use definite articles instead of possessive pronouns Ihr/Ihre unless ownership is important in context.

Prepositions and conjunctions

en-US source	de-DE target	Comment
Wrong number of arguments or invalid property assignment	(+) Falsche Anzahl von Argumenten oder ungültige Eigenschaftszuweisung.	Anzahl von (Do not use: (-) an or (-) der)

en-US source	de-DE target	Comment
Read error on input file.	(+) Lesefehler in der Eingabedatei.	Do not use: (-) auf
Input past end of file.	(+) Eingabe hinter dem Dateiende.	Do not use: (-) nach
The network is down./ Network is down.	(+) Das Netzwerk ist ausgefallen.	Metaphorically used prepositions usually require rephrasing.
You interrupted Setup while it was copying Windows files from a Setup (.CAB) file. / Disk full while accessing %1.	(+) Setup wurde beim Kopieren der Windows-Dateien von einer Setup-Datei (.CAB) unterbrochen. / (+) Der Datenträger war beim Zugriff auf %1 voll.	while V + ing = beim N or nominalized V (Do not use: (-) während des ...)

Verbs

en-US source	de-DE target	Comment
The document is too large. / Document too large.	(+) Das Dokument ist zu groß.	Use ist/sind/werden/wurde, etc. consistently even if source message does not.
Access was denied. / Access denied.	(+) Der Zugriff wurde verweigert.	In complete sentences, use verbs and the same tense as in the source string. Use different tenses only to avoid ungrammatical or illogical results.
The installed WordPerfect graphics filter is an old version.	(+) Bei dem installierten WordPerfect-Grafikfilter handelt es sich um eine ältere Version.	Rephrase to produce an appropriate translation.
The application may attempt to convert the graphic.	(+) Die Anwendung versucht möglicherweise, die Grafik zu konvertieren.	may + V = V + möglicherweise (Do not use: (-) vielleicht, (-) eventuell)
A problem occurred while trying to connect to the network share '%1!s!'.	(+) Problem beim Herstellen der Verbindung mit der Netzwerkfreigabe "%1!s!".	Shorten and rephrase: Problem beim + nominalized V or if this does not work, Problem beim/bei

en-US source	de-DE target	Comment
		der + N (Do not use: (-) ist ein Problem aufgetreten).
An error occurred while trying to display the image.	(+) Fehler beim Anzeigen des Bildes.	Shorten and rephrase: Fehler beim + nominalized V or if this does not work, Fehler beim/bei der + N (Do not use: (-) ist ein Fehler aufgetreten).
The following error occurred: '%1!s!' (error #%2!lx!)	(+) Fehler: "%1!s!" (Fehler #%2!lx!).	Shorten this construction where possible (Do not use: (-) Folgender Fehler trat auf:).
An unknown error has occurred./ No error occurred.	(+) Unbekannter Fehler. / Kein Fehler.	Shorten this construction where possible.
This message should only occur on a down-level computer.	(+) Diese Meldung sollte nur bei einem älteren Computer erscheinen.	Translate the verb occur in the sense of "appearing on the screen" with erscheinen (Do not use: (-) auftreten).
Problem converting equation.	(+) Problem beim Konvertieren der Gleichung.	V + ing = ... beim nominalized V. If this does not work, use beim/bei der + N.
Insufficient memory to convert equation.	(+) Nicht genügend Speicher zum Konvertieren der Gleichung.	to + V = ... zum nominalized V. If this does not work, use für die/den/das + N.
Insufficient memory to complete.	(+) Nicht genügend Speicher zum Abschließen des Vorgangs.	Rephrase if the German verb requires an object (similar to: Not enough memory to complete this operation).
Cannot find the graphic file '%s'.	(+) Die Grafikdatei "%s" kann nicht gefunden werden.	Locate, find = finden
Failed to perform server operation.	(+) Fehler beim Ausführen des Servervorgangs.	Perform = ausführen (Do not use: (-) durchführen)

en-US source	de-DE target	Comment
Memory control blocks were destroyed.	(+) Arbeitsspeicher-Kontrollblöcke wurden beschädigt.	Destroyed = beschädigt
Contact technical support.	(+) Wenden Sie sich an den Technischen Support.	Avoid the verb kontaktieren.
Re-install the program./ Try running Setup again.	(+) Installieren Sie das Programm erneut. / Führen Sie Setup erneut aus.	Use erneut when there is verb prefixed by re- (e.g. reinstall) in the sense of "once more" or the word again calls for it. * See below for diverging usage at Office.
To try copying files again, click OK.	(+) Klicken Sie auf "OK," um die Dateien erneut zu kopieren.	Omit the translation of try when there is a simple alternative. * See below for diverging usage at Office.
Do you want to continue installing Microsoft Exchange?	(+) Möchten Sie die Installation von Microsoft Exchange fortsetzen?	Standard term: fortsetzen (Do not use: Do not use: (-) mit ...fortfahren) * See below for diverging usage at Office.
Wait a few minutes, and then click OK to continue.	(+) Warten Sie einige Minuten, und klicken Sie auf "OK," um den Vorgang fortzusetzen.	The verb fortsetzen requires a direct object. If there is none, add den Vorgang. * See below for diverging usage at Office.

en-US source	de-DE target	Comment
If you skip this file, Windows may not work correctly.	(+) Wenn Sie diese Datei überspringen, ist Windows möglicherweise nicht mehr voll funktionsfähig.	Rephrase (Do not use: (-) arbeiten, funktionieren). * See below for diverging usage at Office.

Negation

en-US source	de-DE target	Comment
Out of input.	(+) Keine weitere Eingabe.	Reproduce short form in this type of error message.
Not the same device	(+) Nicht das gleiche Gerät.	(Do not use: (-) dasselbe).
Not enough memory.	(+) Nicht genügend Speicher.	not enough, insufficient = nicht genügend (Do not use: (-) nicht ausreichend)
Wrong file type.	(+) Falscher Dateityp.	Wrong, incorrect = falsch
An illegal setting name has been entered.	(+) Es wurde ein *ungültiger* Einstellungsname eingegeben.	Invalid, illegal = ungültig
Invalid compatible device list.	(+) Ungültige Liste kompatibler Geräte.	Check relations to avoid incorrect reference.
%1 has a bad format.	(+) %1 hat ein ungültiges Format.	Adjective bad = ungültig unless the meaning is physically broken (= beschädigt).
Unknown language.	(+) Unbekannte Sprache.	Do not use: (-) Sprache nicht bekannt.

en-US source	de-DE target	Comment
Object doesn't support current locale setting.	(+) Das Objekt unterstützt die aktuelle Ländereinstellung nicht.	Use standard word order (Do not use: (-) Objekt unterstützt nicht die aktuelle Ländereinstellung).
Cannot open conversion file. / The "Defaults" settings cannot be overwritten.	(+) Die Konvertierungsdatei kann nicht geöffnet werden. / Die Standardeinstellungen können nicht überschrieben werden.	Cannot/can't V = N ... kann/können nicht (Do not use: (-) Kann ... nicht at the beginning of the sentence)
The texture file could not be opened / Couldn't open output file	(+) Die Strukturdatei konnte nicht geöffnet werden. / Die Ausgabedatei konnte nicht geöffnet werden.	Could not/couldn't V = N ... konnte nicht (Do not use: (-) Konnte ... nicht at the beginning of the sentence)
Unable to convert badly formed equation.	(+) Die ungültige Gleichung kann nicht konvertiert werden.	Unable to ... = ... kann/können nicht ... If possible, use passive and move the object to subject position (Do not use: (-) Kann ... nicht at the beginning of the sentence).
FCB unavailable.	(+) FCB ist nicht verfügbar.	Unavailable = nicht verfügbar
Drive %1 is not a floppy disk drive or is mapped to a network drive.	(+) Das Laufwerk %1 ist kein Diskettenlaufwerk oder ist einem Netzlaufwerk zugeordnet.	Repeat the verb (here: ist) in order to retain the intended meaning.
Attempt to load required component ODBC32.DLL failed.	(+) Fehler beim Laden der erforderlichen Komponente ODBC32.DLL.	Fehler bei + N ... or Fehler beim + nominalized V ...
Operation failed.	(+) Fehler bei diesem Vorgang.	Rephrase (Do not use: (-) fehlgeschlagen).

Questions

en-US source	de-DE target	Comment
Save changes to %1? / Do you want to save changes to %1?	(+) Möchten Sie die Änderungen in %1 speichern?	The standard form is: Möchten Sie … + V
Are you sure you want to remove '%s'?	(+) Möchten Sie "%s" entfernen?	Are you sure you want to + V = Möchten Sie … + V? (-) "Möchten Sie … wirklich … entfernen?" and similar questions could be perceived as intimidating as they might suggest that the user is about to do something dangerous or wrong. Therefore, omit "wirklich" in new and updated strings.

Syntactic ordering

en-US source	de-DE target	Comment
Setup encountered an error while creating your startup disk. / Setup cannot access the server you chose. / Setup cannot find the remote computer. / Setup was unable to display the agreement. / Setup cannot get disk information. / Windows 98 cannot start your system.	(+) Fehler beim Erstellen der Startdiskette. / Kein Zugriff auf den gewählten Server. / Der Remotecomputer wurde nicht gefunden. / Der Lizenzvertrag konnte nicht angezeigt werden. / Die Datenträgerinformationen können nicht abgerufen werden. / Das System kann nicht gestartet werden.	Avoid personified subjects if the context allows for omission (e.g. Setup encountered/was unable to … in Setup error messages). Rephrase and change the word order. In many cases, passive is possible. If the context does not allow for omission of the agent, use vom/von der/von + N.
Remove any existing settings to free space. / To skip creating your	(+) Entfernen Sie alle vorhandenen Einstellungen, um Speicherplatz freizugeben. / Klicken Sie auf	Generally, describe the action before the purpose (..., um zu) instead of the other way around (Do not

en-US source	de-DE target	Comment
startup disk, click Cancel.	„Abbrechen“, um das Erstellen einer Startdiskette zu überspringen.	use: (-) Um Speicherplatz freizugeben, entfernen Sie ...).
Attempt to remove current directory	(+) Es wurde versucht, das aktuelle Verzeichnis zu entfernen.	Use passive for Attempt to ... = Es wurde versucht, ... However, see: Attempt to ... failed = Fehler beim ...

Agreement

en-US source	de-DE target	Comment
The image or selection to be filtered is too small. Choose a larger image or selection. Das Bild oder die Auswahl ist zu klein zum Filtern.	(+) Wählen Sie ein größeres Bild oder eine größere Auswahl aus.	To avoid agreement errors, rephrase or repeat the inflected elements (here: articles and adjectives).
Replace invalid '%s'?	(+) Möchten Sie "%s" (ungültig) ersetzen?	As nouns replacing placeholders may have different genders, avoid agreement problems by rephrasing or changing their position.
Click OK, and then clear one or more of the selected components.	(+) Klicken Sie auf „OK“, und deaktivieren Sie dann mindestens eine der ausgewählten Komponenten.	Simplify the translation of one or more by using mindestens eine/ein, etc.

Punctuation

en-US source	de-DE target	Comment
Not available on this platform	(+) Nicht auf dieser Plattform verfügbar.	Put a period at the end of an error message even if there is none in the US string.
Printer error / Device I/O error	(+) Druckerfehler / Geräte-E/A-Fehler	Exception: No period at the end of one-word-error messages.
Too many files!	(+) Zu viele Dateien.	Replace exclamation marks by a period.

5.7.3 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly. For example, the following menu options:

New
Cancel
Options

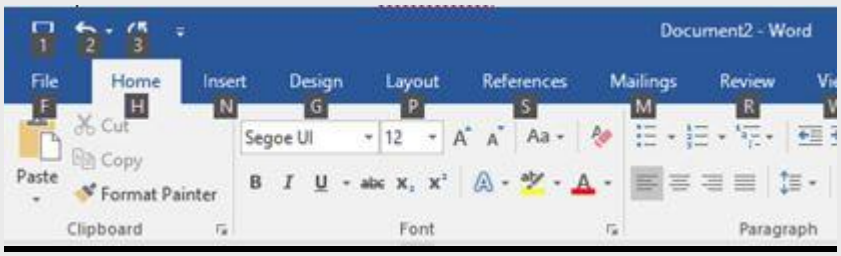
Note that in order to display keyboard shortcuts you might need to activate this functionality in the accessibility center (activate “Tastenkombinationen und Zugriffstasten unterstreichen” under “Bedienung der Tastenkombinationen erleichtern”)

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim character," such as I, l, t, r, f can be used as keyboard shortcuts	yes	n/a
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	yes	n/a
Extended characters can be used as keyboard shortcuts	yes	Use only if all other possible letters are used already.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
An additional letter, appearing between brackets after item name, can be used as keyboard shortcuts	no	Do not use for German.
A number, appearing between brackets after item name, can be used as keyboard shortcut	no	Sometimes used in dynamic menus. Do not use for German, though.
A punctuation sign, appearing between brackets after item name, can be used as keyboard shortcuts	no	Do not use for German
Duplicate keyboard shortcuts are allowed when no other character is available	yes	n/a
No keyboard shortcuts is assigned when no more characters are available (minor options only)	no	n/a

Content writers usually just refer to "keyboard shortcuts" in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. Example: In UI localization Home`H

	
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.7.4 Keys

In English, References to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

In German, key names are spelled in initial caps. On the first mention, use the definite article and "TASTE" in conjunction with the key name, for example, "die ESC-TASTE." On all subsequent references, refer to the key only by its name, for example, "Drücken Sie ESC." As a rule of thumb, be frugal in your use of the word TASTE.

Use it, as in the first example below, if the key name appears alone in the sentence and the actual key name does not appear on the keyboard. In the second example, the name ALT appears on the key of the keyboard, so you don't need to follow it with -TASTE. Example three and four deal with a procedure involving the pressing of two or more keys simultaneously; note that you are not using the word TASTE in this case. Also, don't use TASTE in tables.

Examples:

- (+) Verwenden Sie die NACH-LINKS-TASTE, um das Objekt nach links zu verschieben.
- (+) Drücken Sie ALT.
- (+) Drücken Sie ALT+O.
- (+) Zum Erweitern der Markierung drücken Sie UMSCHALT+NACH-LINKS-TASTE.

Key Names

en-US Key Name	de-DE PC	de-DE Macintosh
ALT	ALT	ALT or WAHL
BACKSPACE	RÜCK	--
BREAK	UNTBR	--
CAPS LOC	FESTSTELL	FESTSTELL
CLEAR	ENTF	ENTF
CTRL	STRG	CTRL
COMMAND	--	BEFEHL
DELETE/DEL	ENTF	ENTF
DELETE (in the "backspace" location on the Mac)	--	RÜCKSCHRITT
DOWN ARROW	NACH-UNTEN-TASTE	NACH-UNTEN-TASTE
END	ENDE	ENDE[1]
ENTER	EINGABE	EINGABE (Zehnertastatur)
ESC	ESC	ESC
F1-F12	F1-F12	F1-F12
HELP	--	HILFE
HOME	POS1	POS1
INSERT/INS	EINFG	EINFG
LEFT ARROW	NACH-LINKS-TASTE	NACH-LINKS-TASTE
NUM LOCK	NUM	NUM
OPTION	--	WAHL

en-US Key Name	de-DE PC	de-DE Macintosh
PAGE DOWN	BILD-AB	BILD-AB
PAGE UP	BILD-AUF	BILD-AUF
PAUSE	PAUSE	PAUSE
PRINT SCREEN	DRUCK	DRUCK
RETURN (key pad)	EINGABE	EINGABE (Zeilenschalter)
RIGHT ARROW	NACH-RECHTS-TASTE	NACH-RECHTS-TASTE
SCROLL LOCK	ROLLEN	SYST.-ANFR
SHIFT	UMSCHALT	UMSCHALT
SPACEBAR	LEER	LEER
TAB	TAB	TAB
UP ARROW	NACH-OBEN-TASTE	NACH-OBEN-TASTE
WINDOWS KEY	WINDOWS-TASTE	--
MENU KEY	MENÜTASTE	--

Notes:

- Using other names than those in the list is a terminology issue.
- If available, symbols may be used instead of the key name.
- Use "die" and "-TASTE" except in combinations or sequences.

5.7.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.7.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

en-US command	en-US shortcut key	de-DE command	de-DE shortcut key
General Windows shortcut keys			
Help window	F1	Anzeigen von Hilfe	F1
Context-sensitive Help	Shift+F1	Anzeigen der kontextbezogenen Hilfe	F1; UMSCHALT+F1
Display pop-up menu	Shift+F10	Anzeigen des Kontextmenüs	UMSCHALT+F10
Cancel	Esc	Abbrechen	ESC
Activate\Deactivate menu bar mode	F10	Aktivieren der Menüleiste	F10
Switch to the next primary application	Alt+Tab	Wechseln zwischen geöffneten Elementen	ALT+TAB
Display next window	Alt+Esc	Umschalten zwischen Elementen in der Reihenfolge, in der sie geöffnet wurden	ALT+ESC
Display pop-up menu for the window	Alt+Spacebar	Öffnen des Kontextmenüs für das aktive Fenster	ALT+LEER
Display pop-up menu for the active child window	Alt+-	n/a	n/a

en-US command	en-US shortcut key	de-DE command	de-DE shortcut key
Display property sheet for current selection	Alt+Enter	Anzeigen der Eigenschaften für das ausgewählte Element	ALT+EINGABE
Close active application window	Alt+F4	Schließt das aktive Element oder beendet das aktive Programm	ALT+F4
Switch to next window within application	Alt+F6	Wechseln zum nächsten Fenster innerhalb der Anwendung	ALT+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	aktives Fensters kopieren	ALT+DRUCK
Capture desktop image to the Clipboard	Prnt Scrn	gesamten Bildschirm kopieren	DRUCK
Access Start button in taskbar	Ctrl+Esc	Öffnen des Startmenüs	STRG+ESC
Display next child window	Ctrl+F6	Anzeigen des nächsten Fensters	STRG+F6
Display next tabbed pane	Ctrl+Tab	Vorwärtsbewegen durch die Registerkarten	STRG+TAB
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Starten des Task-Managers und der Systeminitialisierung	STRG+UMSCHALT+ESC
File menu			
File New	Ctrl+N	Neue Datei erstellen	STRG+N
File Open	Ctrl+O	Datei öffnen	STRG+O
File Close	Ctrl+F4	Datei schließen	STRG+F4 ; STRG+W

en-US command	en-US shortcut key	de-DE command	de-DE shortcut key
File Save	Ctrl+S	Datei speichern	STRG+S
File Save as	F12	Speichern unter	F12
File Print Preview	Ctrl+F2	Seitenansicht	STRG+F2
File Print	Ctrl+P	Drucken	STRG+P
File Exit	Alt+F4	Datei beenden	ALT+F4
Edit menu			
Edit Undo	Ctrl+Z	Rückgängig	STRG+Z
Edit Repeat	Ctrl+Y	Wiederherstellen oder Wiederholen	STRG+Y
Edit Cut	Ctrl+X	Ausschneiden	STRG+X
Edit Copy	Ctrl+C	Kopieren	STRG+C
Edit Paste	Ctrl+V	Einfügen	STRG+V
Edit Delete	Ctrl+Backspace	Letztes Wort löschen	STRG-RÜCK
Edit Select All	Ctrl+A	Alles markieren	STRG+A
Edit Find	Ctrl+F	Suchen	STRG+F
Edit Replace	Ctrl+H	Ersetzen	STRG+H
Edit Go To	Ctrl+B	Absatz Block	STRG+B
Help menu			
Help	F1	Anzeigen von Hilfe	F1
Font format			
Italic	Ctrl+I	Kursiv	STRG+UMSCHALT+K
Bold	Ctrl+G	Fett	STRG+UMSCHALT+F

en-US command	en-US shortcut key	de-DE command	de-DE shortcut key
Underlined\Word underline	Ctrl+U	Unterstreichen	STRG+UMSCHALT+U
Large caps	Ctrl+Shift+A	Großbuchstaben	STRG+Umschalt+G
Small caps	Ctrl+Shift+K	n/a SIMILAR COMMAND: Groß-Kleinschreibung ändern	n/a UMSCHALT+F3
Paragraph format			
Centered	Ctrl+E	Zentriert	STRG+E
Left aligned	Ctrl+L	Text linksbündig ausrichten	STRG+L
Right aligned	Ctrl+R	Text rechtsbündig ausrichten	STRG+R
Justified	Ctrl+J	Blocksatz	STRG+B

5.8 Trademarks

Trademarked names and the name Microsoft Corporation remain in English unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

5.9 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.
- Try and keep translations as short as possible. For instance, avoid using semi-colons and split your sentence in two instead. Avoid bullet points and partial sentences, which are difficult to "read."
- Try and read translations out loud. If something sounds bad to your ear, chances are it won't sound great in front of a microphone.
- Whenever possible and as for all types of translations, it is recommended that you have experience with the product before translating, particularly when the text deals with complex instructions. A good example would be interacting with system by trying the task scenarios defined in the text.

5.9.1 English pronunciation

General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the German phonetic system if the original pronunciation sounds very awkward in German.

- **Accent.** Always use a neutral voice. A neutral voice is a voice that cannot be identified with a specific region or background, i.e. as Saxonian, Austrian, Swiss, etc.
- **Voice.** Male and female voices may both be used without preferences.

English words and phrases

- Generally speaking, English terms and product names should be pronounced in UK English with a slight German language accent.
- "r" is always pronounced the German way, e.g. "Proxy" is pronounced like "Probe."
- English "th" sounds, /đ/ and /θ/, are pronounced the English way, e.g. "Northwind Traders" is pronounced /'no:Θwɪnd 'treɪdəs/.

- "Microsoft" must be pronounced the English way, with a slight German language accent.
- If numbers are involved, pronounce them in German, e.g. "2012" reads "zweitausendzwölf." Version numbers are also pronounced in German, e.g. "8.0" reads "acht Punkt null."

Example	Phonetics	Comment
SecurID	/se'kjʊə aɪ'dɪ/	
Release Pack	/ri'li:s/	
Digest	/'daɪdʒest/	
Microsoft Windows Server 2012	/'maɪkrosoft ˌwɪndoʊz 'sə:və/ 2012	Numbers are pronounced in German, "Microsoft" in English
Outlook Web Access	/'aʊtluk 'webˌćkses/	Product Name
Excel	/'eksl/	Product Name
Hardware	/'hɑ:dweə/	
Exchange Server	/eksˌtʃeɪndʒ 'sə:və/	Product Name
Tool	/tu:l/	
ECHO_REQUEST	/'eço rɪˌkwest/	
Proxy	/'proksɪ/	
.NET	/dot'nɛt/	.NET is considered a product name
Feature	/'fi:tʃə/	
live	/laɪf/	
Download	/'daʊnlləʊd/	
Mobile	/'mo:baɪl/	

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	/'ra:dius/
RAS	/ra:s/
ISA	/'i:sa/
LAN	/la:n/
WAN	/wa:n/
WAP	/wap/
MAPI	/'ma:pi/
POP	/pop/
COM+	/kom'plus/
OWA	/o:wa/

Other abbreviations are pronounced letter by letter. They should be pronounced the German way.

Example	Phonetics	Comment
CPU	/tsepe'u:/	
URL	/u:eə.'el/	sometimes also "/uəl/"
HTTP	/hatete'pe/	
Rqc.exe	/erku'tse: ˌekse/	
XML	/iksem'el/	
HTML	/hatɛem.'el/	
SQL	/esku.'el/	
Exceptions to be pronounced the English way with a slight German accent		
IIS	/ˌaiˌai'ess/	

TCP/IP	/ˌti:zi:pi:'aipi:/	
B2B	/bi:tu'bi:/	

URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced in German as "wewewe."

A hyphen in URLs is pronounced as "minus," hence /mi:nus/.

The slash is pronounced "Schrägstrich."

The "dot" can safely be omitted if the target audience is advanced users. But if you are unsure about the target audience, include the dot. If read out, then it must be pronounced the German way, as, /puŋkt/.

Example	Phonetics	Comment
http://www.microsoft.com	/wewe'we puŋkt maɪkrosoft puŋkt kom/	leave out/puŋkt/ for advanced users
http://www.microsoft.de	/wewe'we puŋkt maɪkrosoft puŋkt de'e/	leave out/puŋkt/ for advanced users
http://www.microsoft.at	/wewe'we puŋkt maɪkrosoft puŋkt a'te/	leave out/puŋkt/ for advanced users
http://www.microsoft.ch	/wewe'we puŋkt maɪkrosoft puŋkt 'tse:ha/	leave out/puŋkt/ for advanced users
http://www.microsoft.org	/wewe'we puŋkt maɪkrosoft puŋkt oəg/	leave out/puŋkt/ for advanced users
http://www.windows-xp.de	/wewe'we puŋkt wɪndoʊz mi:nus iks'pɛ puŋkt de'e/	leave out/puŋkt/ for advanced users

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

Avoid unusual or too complex punctuation. For instance, avoid using semi-colons and split your sentence in two instead.

Avoid bullet points and partial sentences, which are difficult to "read."

Em-dashes ("Geviertstrich" —) should not be used in German documentation.

En-Dashes ("Halbgeviertstrich" or "Gedankenstrich" –) are used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. It should be pronounced as a short pause.

5.9.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

5.9.3 Video voice checklist

Topic and Script

- Apply the following Microsoft voice principles:
  - Single intent
  - Clarity
  - Everyday language
  - Friendliness
  - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 Seconds to Set up the Issue

- Put the problem into a relatable context

Action and Sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person

- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary