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RingCentral Localization Style Guide:

Japanese

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Style Guide History

Published date	Version	Changes	Author
August 06, 2015	0	Localization Style Guide Template Creation	Language Expert
August 10, 2017	1.0	RingCentral Localization Style Guide for Japanese	Ikuko Okuyama
October 23, 2017	1.1	Date Short format is updated	Ikuko Okuyama
February 02,2018	1.2	Copyright DNT clarification information is added	Ikuko Okuyama
July 26, 2021	1.3	Product names official translations	JA Linguist

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What's New?

Last Updated: Date short format section was updated from hyphen to slash on 2017/10/23.

General Overview

The purpose of this Localization Style Guide for RingCentral is to set basic style, grammar, punctuation and terminology guidelines to ensure top language quality content in Japanese.

In general, your main goal as a translator is to produce the most natural-sounding translation. It is important you capture RingCentral content's intended meaning and transfer it into natural language that is best suited to a wide Japanese-speaking audience. Avoid literal translation Try to balance faithfulness to the source and readability in the target language.

As a rule, please use a clear, concise and precise style. The translation should be easily understood and should not read like a translation. Put yourself in the reader's place, and determine whether the output is clear and fluent, as well as consistent and accurate.

Avoid heaviness, ambiguities, repetitions, and overly polite expressions. Also, avoid enriching the text excessively.

> ***Important****: If any of the topics developed in this style guide conflict with RingCentral approved terminology lists, instructions or reference material provided, the client's specific instructions should take precedence over this document.*

Style Guide Conventions

Throughout RingCentral Localization Style Guide, the main subjects will be illustrated with examples (the incorrect translation in red and the correct option in green).

This is the example in source language.

This is the example of the incorrect translation.

This is the example of the correct translation.

Software Localization

Buttons

Translation of buttons should be clear and concise. Pay attention to possible character/space limitations.

English	Incorrect translation	Correct translation
Join a Meeting	ミーティングに参加する	会議に参加
Join Now	今すぐに登録する	今すぐ登録

Names of RingCentral Products, Applications and Features

In many cases, product/application names are trademarked, thus not localizable: however, it is paramount that before translating any product, application, third party or feature names you check your reference material and linguistic instructions, including terminology lists.

Terms that should not be localized are often marked as DNT (abbreviation of Do not translate).

Adaptation to Japanese Market

Sometimes you may need to replace English examples by Japanese equivalents. The explanation about the use of wildcards is a good example of text in need of localization/adaptation:

Two wildcard operators are supported:

* will match any combination of characters

? will match any single character

For example, searching on '*ing' will select any knowledge base items that contain 'fishing', 'hunting', 'ring' or 'drinking'. Searching on '?ing' will return knowledge base items containing the word 'ring'.

In addition, there is an implicit '*' added to the end of all keywords so that searching on 'print' will also select 'printer' and 'printing'.

In this case, instead of *ing, use *システム, etc. for example, and rewrite the entire segment, as appropriate.

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Linguistic Overview

Style and Tone

Be precise and clear, consistent and natural. Rephrase sentences that are not clear enough, and rework sentences that sound like a translation. Break up long English sentences into smaller parts for better readability. Also, when needed, you may combine two short sentences into one for more natural translation.

Please use an appropriate style for technical texts and documents:

- **Accurate and concise (exact)**: no ambiguities or mistranslations (Most readers do not have patience to read long sentences. Readers should to be able to grasp the information in seconds)
- **Clear and coherent (readable)**: target reader should understand the text easily
- **Objective**: neutral, do not insert your own opinion, avoid colloquial or slang words, be always politically correct
- **Correct**: content and numbers should be free of mistakes
- **Idiomatically correct**: use of correct verbs, metaphors, expressions, etc. so that text does not sound like a translation
- **Complete**: do not leave out content (words, phrases, whole paragraphs)
- **Keep an eye on the target reader**: use an appropriate tone

Japanese Specific Instruction

- Use です/ます調 in general, except for legal and other documents that needs to be だ/である調.

- In lists, use だ/である調 or 体言止め.

Politeness

- In general, the style should be formal and polite appropriate for business communication. Casual expressions as well as overly polite expressions (such as ございます、していただきます) should be avoided.

English	Incorrect translations	Correct translation

Please enter your user name.	ユーザー名をご入力ください。	ユーザー名を入力してください。

Cross-references

You might encounter cross-references in some technical document.

Cross-references mention other parts of text or other documents, and can be either "internal" or "external":

Internal Cross-references

References to chapters, sections, headings or titles within the file or within the document you are translating. (Do not forget that one document might be part of a larger translation kit.)

Key phrases for internal cross-references:

- Refer to section […]
- See also table […] below.

External Cross references

References to titles of other documents that you are not translating or have been already translated in a previous project. In these instances, please check whether this text or document has been localized before, and match the relevant translations, unless otherwise specified by project-specific instructions.

Examples of a key phrase for external cross-references:

- o For more information, see user manual "[*title*]" of previous product.
- o See also previously published user guide "[*title*]"

Handling Cross-references:

- Cross-references shall be referenced consistently throughout your translation as well as throughout all files. Translation of document titles (external cross-reference) might be included in the terminology list or the reference material.
- If you are unable to retrieve this information, please contact the Project Management team or your Language Lead. If you are unable to receive the response in time, leave the title in source language and place proposed translation in parenthesis.
- If the document has not been translated before, leave as in source language.

Use of Pronouns

Possessives

Use of possessives, such as your, our, is quite common in English. In Japanese, they do not need to be translated unless there is a need for clarification. Do not translate directly and use the expression appropriate in Japanese.

English	Incorrect translation	Correct translation
You can edit *your* files.	あなたのファイルを編集します	ファイルを編集します
Your computer	あなたのコンピューター	お使いのコンピューター

We/Us

Usually, per Japanese convention, 'we' or 'us' should be avoided and be replaced with client names instead.

But since a lot of RingCentral localization content is for partners, in that case, the rule doesn't apply.

Rule of thumb should be: Do not to replace 'we' or 'us' (or any possible pronoun) with RingCentral.

Translation of Subject Word

Subject word translation requires special attention in Japanese translation.

The subject word does not always need to be translated in Japanese, especially when the subject word is "you". Omit "you" or replace it with a specific noun.

"We" should be substituted with the specific noun, such as a company name.

Use of Passive Voice

When the subject is a computer or an application, it is recommended to omit the subject or use passive voice.

English	Incorrect translation	Correct translation

When the system displays Enter, …	システムが「入力」と表示したら、	「入力」と表示されたら、

Punctuation

Spacing

- In principle, leave no space between single byte and double byte characters.
- Exception: URL – Add a single byte space before and after a URL.
- Compound Katakana words: No spaces between Katakana words, unless necessary to clarify the meaning.
- There should be a space between two English words/numbers as appropriate in English grammar.

English	Incorrect translation	Correct translation
HD video conferencing	HD\<space>ビデオ会議	HDビデオ会議
audio device	オーディオ\<space>デバイス	オーディオデバイス

Apostrophe

Please use straight apostrophe consistently in the translations, instead of curly apostrophe.

Punctuation, Brackets, Parentheses, and Other Symbols

Japanese Period	。	Double-byte	Use for all Japanese sentences
English period	.	Single byte	English period is used only in English quotation, codes, etc.
Japanese Comma	、	Double-byte	Use for all Japanese sentences
English comma	,	Single byte	Use only as a thousand separator in numbers
Question mark	?	Double-byte	

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Exclamation mark	!	Double-byte	When multiple exclamation marks are used consecutively, use single byte characters (x)！！ (○)!!
Tilde	~	Double-byte	Use it for range when minus sign is typically used in English.
Colon	:	Double-byte	Note that colon should not be used after full sentences. (x) 次の通りです： (○) 次の通りです。
Semi-colon	;	Single byte	Do not use in Japanese text, except in code and English text.
Ampersands	&	Single byte/ Double byte	Double byte between two double byte characters, and single byte between two single byte characters
Double quotation marks	""	Single byte	Do not use as a general quotation. Use within Japanese brackets and in quotation when needed.
Single quotation marks	''	Single byte	Do not use in Japanese text
Japanese brackets	「」	Double byte	Use for quotation, titles, and for emphasis, where double quotation marks are used in English.
Japanese double brackets	『』	Double byte	Use for publication titles and other cases where differentiation with 「」are needed.
Brackets	[]	Single byte	Use for UI buttons, tabs, etc.
Parenthesis	()	Single byte	Use single byte parenthesis
Percentages	%	Single byte	No space between numbers and the symbol: 50%. If spelled out as "percent" in source, using "パーセント" is OK.
En dash Em dash	- —	Single byte	Please follow English source.

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Abbreviations

Japanese abbreviation should be avoided unless the expression is widely used and accepted as a Japanese word. Although スマホ is a widely used term, it is considered a casual expression by many and should be avoided except in an ad-copy. Exception examples: パソコン, アプリ.

Acronyms

Acronyms should not be translated in general, unless it is not used in Japan at all (such as English specific expressions)

Here are some examples of how to approach the translation of acronyms:

Description	English	Japanese	Guidelines
Acronym is before its expansion	CSV (Comma Separated Values)	CSV (コンマ区切り 値)	
	POP (Post Office Protocol)	POP (Post Office Protocol)	Post Office Protocol is usually not translated.
The expansion comes before its acronym	local area network (LAN)	ローカルエリアネ ットワーク (LAN)	
The acronym is not followed by its expansion	OLE	OLE	Use the acronym without expansion.

Numbers

- Use single byte numbers.
- Use a single byte comma as a thousand separator.
- Kansuji (一, 二, etc.) should not be used unless it is a fixed expression, and cannot be converted into a regular number. (e.g., 一括、一斉, etc.).

Units of Measure

If the content includes units of measures that are not commonly used in Japan (for example inch, gallon), you need to either add converted value of the system first and leave the original one in brackets, or to convert the

value into its metric equivalent, based on the project requirements. Use the following table for reference or use the converter found in internet.

Imperial	Metric
1 inch (", in)	2.54 cm
1 foot (ft.)	30.48 cm
1 yard (yd.)	91.44 cm
1 mile (m, ml)	1.609 km
1 pint (pt.)	0.57 l
1 quart (qtr.)	1.136 l
1 gallon (g, gal)	4.546 l
1 ounce (oz.)	28.349 g
1 pound (lb.)	453.59 g
1 stone (st)	6.348 kg
1 ton (t)	1,016 kg

Note: monitor sizes are always expressed in inches and represent, therefore, one of the few exceptions.

Units should be abbreviated when used with numbers, but can be spelled out if needed. Also, there are units that are not commonly abbreviated in Japanese. They should be spelled out always.

English	Translation	Abbreviation
Kilometer	キロメートル	km
inch	インチ	インチ
mile	マイル	マイル

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gallon	ガロン	ガロン
second	秒	秒
Celsius degree	摂氏x度 or just x度	℃

Date and time

Date Format
- Always use Western calendar dates, and not Japanese 元号.
- Use the format specified below:
    - ➢ Long format: 2017年1月12日 (Use in general sentences)
    - ➢ Short format: 2017/1/12 (Use in a table or when space is limited)

Time Format
- Use the format specified below:
    - ➢ Long format: 午後1時30分
    - ➢ Short format: 13:30 (24h format is preferred)

Currency

Use the format shown below:
- Long format: USD → 米ドル (Use in sentences)
- Short format: USD → USD (Use in a table or when space is limited).
- Symbols → $ (When the source uses symbols, use symbols in translation)

Fonts

- Do not use Italics in Japanese. To emphasize, use bold or underline instead.

URLs

- URLs should be localized if applicable.

Addresses and Phone Numbers

In general, please follow the principles outlined below:
- Translate country and city names based on Japanese conventions.

- Localize address formats based on Japanese conventions.
- RingCentral phone numbers should be localized when appropriate (Use local office numbers when appropriate).
- Use xxx-xxx-xxxx format for phone numbers.
- If it is an oversea number, then add +Country code-xxx-xxx-xxxx (name of the country) format.

Using Katakana

Compound Katakana words

- In general, compound Katakana words should be written without any space or Nakaguro (center dots) between them. Example: モバイルネットワーク
- Exception: If an official name of a company/organization has Nakaguro or space, then use the official name as is.
- Company Names: If the company has an official name in Japan, use the official name. If the company is not represented in Japan, use the source text as is. Do not transcribe the name.
- Personal Names: Name of a person should be left in source language unless it is a well-known name (such as politician or celebrity), to avoid inaccurate transcription.
- If a katakana string becomes too long and hard to read, rephrase adding a particle such as の, による, etc.

Katakana Long Vowels (長音棒)

- Follow the national guidelines and add長音棒 after the words ending with -er, -or, -ry, etc. If you are not sure how to spell, then use any of the reference books listed in the Reference section below. As a handy reference, you may also use Microsoft Language Portal: https://www.microsoft.com/Language/en-US/Search.aspx?

  (○) コンピューター, モニター, ユーザー, デリバリー

  (x) コンピュータ, モニタ, ユーザ, デリバリ

References:

- All relevant guidance from Japanese government / 文部科学省.
- As a handy guidebook, the following books are useful:『新しい国語表記ハンドブック』三省堂, 用字用語 新表記辞典』第一法規, 『日本語表記ルールブック』日本工ディタースクール, 『朝日新聞の用語の手引き』朝日新聞社, etc.

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Spelling and Consistency

- Run spell and grammar checks before completing your project.
- Pay attention to character conversion errors.
- Check for inconsistency, especially for katakana spelling.

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Trademarks and Product Names

RingCentral has many registered and unregistered trademarks and trademarked phrases. Please refer to the most updated version of the approved RingCentral term list for your language. Note that, unless otherwise indicated, you shall use trademark and registered trademark symbols only on the first mention in the translated version of your content.

Third Party Trademarks and Product Names

As a general rule, for product names from the third parties, it's correct to follow the localized equivalence in official websites if there's one.

For third party trademarks and products mentioned in RingCentral content, please complete an extensive research to determine whether an official, approved trademarked translated version is available before using as in source.

Below are some useful links:

Adobe trademarks list: adobe.com/misc/pdfs/adobe_trademark_database_external.pdf

Apple trademarks list: apple.com/legal/intellectual-property/trademark/appletmlist.html

Google trademarks list: http://www.google.com/permissions/trademark/trademark-list.html

Microsoft trademarks list: microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx

Salesforce trademarks list: http://www.sfdcstatic.com/assets/pdf/misc/salesforce_TM_list.pdf

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Copyright Information, Footer, Publication Dates

Copyright notices tend to be standard texts. Please make sure you receive instructions on whether an official and approved translated version is available.

©2015 RingCentral, Inc. All rights reserved.: This copyright information should not be translated.

Note: The term "copyright" should not be translated if it appears as a part of the

copyright statement shown above. However, if it appears anywhere else, it should be

translated as appropriate (著作権).

References to UI Options

In regard to UI option translation for software projects, instructions may vary based on RingCentral project-specific guidelines. However, in general, please adhere to the following:

- If software has been translated, please match the relevant translation memory or string list provided with the translation package. Bilingual format is not needed for unknown UIs. Please provide translation tentatively.
- If software has not been translated, please use bilingual format, i.e. English first, followed by target in brackets.

When necessary, please refer to Microsoft approved terminology for your language on the MS Portal: http://www.microsoft.com/Language/en-US/Default.aspx