

# Lao Style Guide

Published: December, 2017

## Table of Contents

1	About this style guide .....	4
1.1	Recommended style references .....	4
2	Microsoft voice .....	5
2.1	Choices that reflect Microsoft voice .....	5
2.1.1	Word choice .....	6
2.1.2	Words and phrases to avoid .....	7
2.2	Sample Microsoft voice text .....	9
2.2.1	Address the user to take action .....	9
2.2.2	Promote a feature .....	10
2.2.3	Provide how-to guidelines .....	10
2.2.4	Explanatory text and support .....	10
3	Language-specific standards .....	11
3.1	Grammar, syntax and orthographic standards .....	11
3.1.1	Abbreviations .....	11
3.1.2	Acronyms .....	12
3.1.3	Adjectives .....	13
3.1.4	Conjunctions .....	13
3.1.5	Localizing colloquialism, idioms, and metaphors .....	14
3.1.6	Modifiers .....	14
3.1.7	Nouns .....	14
3.1.8	Prepositions .....	15
3.1.9	Pronouns .....	15
3.1.10	Punctuation .....	16
3.1.11	Symbols & nonbreaking spaces .....	18
3.1.12	Verbs .....	19
4	Localization considerations .....	19
4.1	Accessibility .....	19
4.2	Applications, products, and features .....	20
4.3	Trademarks .....	20

4.4	Geopolitical concerns.....	20
4.5	Software considerations.....	21
4.5.1	Error messages.....	21
4.5.2	Keys .....	23
4.5.3	Keyboard shortcuts/access keys.....	25
4.5.4	Arrow keys .....	25
4.5.5	Numeric keypad .....	27
4.5.6	Shortcut keys .....	27
4.5.7	English pronunciation.....	30

# 1 About this style guide

This style guide is intended for the localization professional working on localized products that run on a Microsoft platform. It's not intended to be a comprehensive coverage of all localization practices, but to highlight areas where Microsoft has specific preferences or deviates from standard practices for Lao localization.

The primary goal of this guide is to help you understand and learn how to address all of the necessary linguistic and stylistic nuances of Lao during the localization of Microsoft products and services.

The style guide covers guidelines and recommendations for translating the Microsoft voice into Lao including words, grammatical structures, the needs of the audience, and the intent of the text that are to be considered. Each of these areas is supplemented with samples.

Other language considerations covered in this style guide are accessibility, trademarks, geopolitical concerns and specific software considerations.

We welcome your feedback, questions and concerns regarding the style guide. Please send your feedback via [Microsoft Language Portal](#).

## 1.1 Recommended style references

Unless this style guide or the [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar, and terminology in the following publications:

### **Normative references**

When more than one solution is possible, consult the other topics in this style guide for guidance.

1. IT #1 for <ໄອທີ>
2. ATM #2 for <ເອທີເອັມ>
3. PM #3 for <ນຢ>
4. National University of Laos (NUOL) #4 for <ນຸລ>
5. HIV AID #5 for <ໂຮກເອັດສ໌>

### **Microsoft User interface reference**

A helpful reference is the [Windows User Experience Interaction Guidelines](#).

## 2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design of 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 extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different. The following guidelines are relevant for US English as well as many other languages.

### Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it's difficult to read and understand quickly.
- Be pleasant and ensure that explanations appear individualized.
- Avoid slang and be careful with colloquialisms—it's acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

### 2.1 Choices that reflect Microsoft voice

Translating Lao 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's often used for technical and commercial content.

When you're 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's 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 Word choice

#### Terminology

Use terminology from the [Microsoft Language Portal](#) where applicable, for example key terms, technical terms, and product names.

#### Short word forms and everyday words

Microsoft voice text written in US English prefers short, simple words spoken in everyday conversations. In English, shorter words are 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's important to be intentional about using everyday words that customers are accustomed to.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use <i>app</i> instead of <i>application</i> or <i>program</i> .
Pick, choose	Use <i>pick</i> in more fun, less formal or lightweight situations ("pick a color," not "choose a color") and <i>choose</i> for more formal situations (don't use <i>select</i> unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, CD drive, external hard drive, etc.). Use specific drive type if necessary.

Get	Fine to use as a synonym for "obtain" or "come into possession of" but avoid for other general meanings.
Info	Use in most situations unless <i>information</i> better fits the context. Use <i>info</i> when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use <i>computer</i> for situations about PCs and Macs. Don't switch between <i>PC</i> and <i>computer</i> .
You	Address the user as <i>you</i> , directly or indirectly through the use of first- and second-person pronouns like "you." Avoid third-person references, such as "user," as they sound formal and impersonal.  For information on localizing <i>you</i> , see the section <a href="#">Pronouns</a> .

The short words are used in common in Lao in everyday words in order to shorten the spelling, but they need to make sure the readers know it. Sometimes, the short words are technical and used in the work place when they are sure that everybody knows that.

en-US source term	Lao word	Lao word usage
App	ແອັບ	This is the common IT words in Lao. People understand what "ແອັບ" is. They don't need to say the original words.
PC	ພີຊີ	People use this word just for speaking only because a lot of people who never learn about the IT don't know what it's and they need more explanation. Therefore, it's very rare to appear on general content.

### 2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists 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	<i>Do</i>
As well as	<i>Also, too</i>
Attempt	<i>Try</i>
Configure	<i>Set up</i>

Encounter	<i>Meet</i>
Execute	<i>Run</i>
Halt	<i>Stop</i>
Have an opportunity	<i>Can</i>
However	<i>But</i>
Give/provide guidance, give/provide information	<i>Help</i>
In addition	<i>Also</i>
In conjunction with	<i>With</i>
Locate	<i>Find</i>
Make a recommendation	<i>Recommend</i>
Modify	<i>Change</i>
Navigate	<i>Go</i>
Obtain	<i>Get</i>
Perform	<i>Do</i>
Purchase	<i>Buy</i>
Refer to	<i>See</i>
Resolve	<i>Fix</i>
Subsequent	<i>Next</i>
Suitable	<i>Works well</i>
Terminate	<i>End</i>
Toggle	<i>Switch</i>
Utilize	<i>Use</i>



en-US source	Lao word to avoid	Lao word/phrase
<technic>	<ເຕັກນິກ>	<ເທັກນິກ>
Refer to	ອ້າງອີງໃສ່	ເບິ່ງທີ່
norway	ນອກແວ	ນໍເວ
<technology>	<ເຕັກໂນໂລຊີ>	<ເທັກໂນໂລຢີ>
consider	ພິຈາລະນາ	ຄິດ
<encounter>	<ປະສົບ>	<ພົບ>

## 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

US English	Lao target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	ລະຫັດຜ່ານບໍ່ຖືກຕ້ອງ, ກະລຸນາລອງໃໝ່ອີກເທື່ອໜຶ່ງ. ລະຫັດຜ່ານເປັນເລື່ອງທີ່ລະອຽດອ່ອນ.	The user has entered an incorrect password so provide 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.	ລະຫັດສິນຄ້າໃຊ້ບໍ່ໄດ້, ກະລຸນາກວດຄືນ ແລະ ລອງໃໝ່ອີກເທື່ອໜຶ່ງ.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	ທຸກຢ່າງພ້ອມທີ່ຈະເລີ່ມ	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	ເຈົ້າຕ້ອງການເຮັດຕໍ່ບໍ?	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.	ຕັ້ງຊື່ໃຫ້ຄອມພິວເຕີຂອງເຈົ້າ, ຊື່ໃດກໍໄດ້. ຖ້າເຈົ້າຕ້ອງການປ່ຽນສີຝ້າງຫຼັງ, ໃຫ້ປິດຄວາມຄຸ້ມຊັດຂອງຄອມພິວເຕີລົງຢູ່ທີ່ການຕັ້ງຄ່າຂອງຄອມພິວເຕີ.	Address the user directly using the second person pronoun to take the necessary action.

## 2.2.2 Promote a feature

US English	Lao 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.	ລະຫັດຮູບພາບເປັນວິທີໃໝ່ທີ່ຊ່ວຍເຈົ້າຮັກສາຄວາມປອດໄພຂອງຄອມພິວເຕີໃນລະບົບສໍາພັດໜ້າຈໍ. ໃຫ້ເຈົ້າເລືອກຮູບ, ແລ້ວທຳທາງທີ່ທ່ານຈະໃຊ້ເພື່ອສ້າງລະຫັດສະເພາະຂອງເຈົ້າເອງ.	Promoting a specific feature with the use of em-dash to emphasize 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 picture, and other domain info.	ໃຫ້ແອັບຂອງເຈົ້າຕັ້ງເນື້ອໃນສະເພາະອີງໃສ່ທີ່ຕັ້ງຂອງຄອມພິວເຕີ, ຊື່, ຮູບບັນຊີ ແລະ ຂໍ້ມູນສະເພາະຂອງເຈົ້າ.	Promoting the use of apps. Depending on the context of the string you can add familiarity to the text by using everyday words for example, PC.

## 2.2.3 Provide how-to guidelines

US English	Lao target	Explanation
To go back and save your work, click Cancel and finish what you need to.	ເພື່ອກັບໄປຈັດເກັບວຽກຂອງເຈົ້າ, ໃຫ້ຄລິກ "ຍົກເລີກ" ແລະ ເຮັດວຽກຂອງເຈົ້າໃຫ້ແລ້ວ.	Short and clear action using the second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	ເພື່ອຢັ້ງຢືນລະຫັດຮູບພາບຂອງເຈົ້າ, ພຽງແຕ່ເບິ່ງຍ້ອນກັບ ແລະ ເຮັດຕາມທຳທາງຕົວຢ່າງທີ່ຢູ່ໃນຮູບ.	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.

## 2.2.4 Explanatory text and support

US English	Lao target	Explanation
The updates are installed, but Windows 10 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	ຕິດຕັ້ງການປັບປຸງແລ້ວ, ແຕ່ການຕິດຕັ້ງ Windows 10 ຕ້ອງເປີດຄືນໃໝ່ເພື່ອໃຫ້ລະບົບເລີ່ມເຮັດວຽກ. ຫຼັງຈາກເປີດຄືນໃໝ່ແລ້ວ, ພວກເຮົາຈະສືບຕໍ່ບ່ອນທີ່ພວກເຮົາຢຸດວັງມຸ່ງມານີ້.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're 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.	ຖ້າເຈົ້າເປີດຄືນໃໝ່ດຽວນີ້, ເຈົ້າ ແລະ ຄົນອື່ນທີ່ໃຊ້ຄອມພິວເຕີໜ່ວຍນີ້ຈະສູນເສຍວຽກທີ່ບໍ່ໄດ້ຮັດເກັບ.	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.	ຈະຍ້າຍເອກະສານສະບັບນີ້ໄປທາງຂວາຂອງ library ແລະ ສ້າງໂຟເດີຢ່າງອັດຕະໂນມັດຫຼັງຈາກເຈົ້າແປງຄຸນລັກສະນະທີ່ບໍ່ຖືກຕ້ອງ ຫຼື ຂາດຫາຍໄປແລ້ວ.	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.	ມີອັນໃດບໍ່ດີເກີດຂຶ້ນ! ບໍ່ສາມາດວາງໄຟລ໌ທີ່ດາວໂຫຼດເພື່ອສ້າງດາຍ USB ໄດ້.	Without complexity and using short sentences inform the user what has happened.

## 3 Language-specific standards

Information about Lao-specific standards, such as phone number formats, date formats, currency formats, and measurement units are available from the [GoGlobal Developer Center](#).

### 3.1 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.

#### 3.1.1 Abbreviations

To avoid misunderstanding, Lao words are not abbreviated until the words or phrases are stated first, and then abbreviate it to make it shorter.

Examples:

- United Nations = ສະຫະປະຊາຊາດ (lao whole word), UN = ສປຊ (lao abbreviated)
- Lao PDR = ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ (lao whole word) = ສປປ ລາວ (lao abbreviated)
- Television = ໂທລະທັດ (lao whole word), TV = ໂທລະທັດ (no lao abbreviated)

### 3.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Common examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server), and HTML (Hypertext Markup Language).

An English acronym can be localized either into another acronym or abbreviation in Lao. Two other options are by leaving the original acronym untranslated (if it has been widely recognized by the reader) and by adding some descriptions (if it has no equal terms in Lao). The following table lists some example of acceptable localized acronyms in Lao.

en-US source	Lao target
UN	ສປຊ
USA	ສະຫະລັດອາເມລິກາ
AD	ຄ.ສ
BC	ພ.ສ
ASEAN	ອາຊຽນ
LASER	ເລເຊີ
a.m.	ໂມງເຊົ້າ
p.m.	ໂມງແລງ
i.e.	ຕົວຢ່າງ
e.g.	ຕົວຢ່າງ

#### Unlocalized acronyms

If an acronym must remain in English throughout a manual or other text, the first time it occurs, write its acronym in English in normal style followed in parentheses by the full form and its Lao equivalence.

Examples:

en-US source	Lao target
AP	AP (Access Point/ຈຸດເຂົ້າ)
POS	POS (Point of Sale/ຈຸດຮູດບັດ)
UI	UI (User Interface/ໜ້າຕ່າງຜູ້ໃຊ້)

### 3.1.3 Adjectives

In Lao, adjectives should be used to describe Nouns, which is the same way as English. However, for localization, nouns is in front of adjective.

Example,

en-US source	Lao target
A black phone	ໂທລະສັບສີດຳ

### Possessive adjectives

The frequent use of possessives is a feature of English language. However, in Lao, possessive adjectives are handled in the following way:

English	Lao
My Picture	ຮູບພາບຂອງຂ້ອຍ
My Recent Documents	ເອກະສານລ່າສຸດຂອງຂ້ອຍ

### 3.1.4 Conjunctions

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

If the Lao Microsoft voice can be conveyed through the use of conjunctions, then this section is applicable. The conjunctions are used to link two or more sentence together. People have used them in the same ways since in the past.

en-US source text	Lao use of conjunctions
The file is not saved, but the system has automatically saved the recovery file.	ເຈົ້າບໍ່ໄດ້ຈັດເກັບໄຟລ໌ຂອງເຈົ້າ, ແຕ່ລະບົບໄດ້ຈັດເກັບໄຟລ໌ສະບັບກູ້ຄືນໄວ້ຢ່າງອັດຕະໂນມັດແລ້ວ.
The file is saved and renamed.	ທ່ານໄດ້ຈັດເກັບ ແລະ ປ່ຽນຊື່ໄຟລ໌ໃໝ່ແລ້ວ.

### 3.1.5 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.

- Don't attempt to replace the source colloquialism with a Lao colloquialism that fits the same meaning of the particular context unless it's a perfect and natural fit for that context.
- Translate the *intended* meaning of the colloquialism in the source text (not the literal translation of the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

### 3.1.6 Modifiers

In localized Lao text you often need to be adjectives or adjective phrases.

Example:

en-US source	Lao target
My phone is very beautiful.	ໂທລະສັບມືຖືຂອງຂ້ອຍງາມຫຼາຍ.

### 3.1.7 Nouns

#### General considerations

Nouns are the name of people, animals and things.

Example:

en-US source	Lao target
Phone	ໂທລະສັບ

## Inflection

This section does not apply to Lao.

## Plural formation

This section does not apply to Lao. In Lao, we don't distinguish singular and plural formation.

### 3.1.8 Prepositions

In Lao, prepositions are used to mention about place of the nouns located. It always comes up with the word "ຢູ່."

Example

English	Translation
The file is in the download folder.	ໄຟລ໌ຢູ່ໃນໂຟເດີດາວໂຫຼດ.

### 3.1.9 Pronouns

"It"

Avoid using ມັນ when you see "it" in English documents. It's okay to repeat the same word instead of using ມັນ in the text. We hardly find the word ມັນ in non-fictional Lao text. ມັນ is normally used for animals. In some situations ມັນ is used when we want to refer to something or someone that we dislike. "It" can be left out of the text without changing its meaning. You can still use ມັນ if it makes the sentence more complete.

Example: or let it float

Should be ຫຼືໃຫ້ລອຍຢູ່

Avoid Using ຫຼືໃຫ້ມັນລອຍຢູ່

"I"

To translate "I," we suggest using ຂ້ອຍ to portray men and women as equals.

"You"

"You" should be translated to "ເຈົ້າ" in most cases.

Example:

English	Translation
You're now connected to the Internet.	ດຽວນີ້ເຈົ້າກຳລັງເຊື່ອມຕໍ່ອິນເຕີເນັດຢູ່.

### 3.1.10 Punctuation

The rules of using punctuation in Lao are the same as in English.

#### Comma

It's used in English to separate words or phrases.

For example: Sentence1, but sentence2.

Sentence1, ແຕ່ວ່າ sentence 2

For example: When sentence1, sentence2.

ເມື່ອ sentence1, sentence2

Examples:

English	Lao
The transaction was successfully aborted, but the abort was non-retaining.	ຍົກເລີກການຕິດຕໍ່ສໍາເລັດແລ້ວ, ແຕ່ເປັນການຍົກເລີກແບບ Non-Retaining
Update, Add, or Remove Data.	ການປັບປຸງ, ການເພີ່ມ, ຫຼື ການລຶບຂໍ້ມູນ

#### Colon

Use colons in the same way as in English.

Examples:



English	Lao
Prevent others from playing DVDs that are rated higher than:	ປ້ອງກັນບໍ່ໃຫ້ຜູ້ອື່ນຫຼິ້ນວີດີດີທີ່ມີການຈັດອັນດັບສູງກວ່າ:
To download the message:	ເມື່ອຕ້ອງການດາວໂຫຼດຂໍ້ຄວາມ:

## Dashes and hyphens

Three different dash characters are used in English:

## Hyphen

US English	Lao target
Laos-Vietnam Friendship High school	ໂຮງຮຽນມັດທະຍົມມິດຕະພາບ ລາວ-ຫວຽດນາມ

## Ellipses (suspension points)

Ellipses are used in the same way as in English.

Examples:

English	Lao
Downloading %1...	ກຳລັງດາວໂຫຼດ %1...
Connecting to the Internet...	ກຳລັງເຊື່ອມຕໍ່ອິນເຕີເນັດ...

## Period

Period is used in the same way as in English.

## Quotation marks

Quotation marks are used when referring to Lao.

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

Quotation Marks are used in the same way as in English.

Example:

US English	Lao target
A proverb say: "In the kingdom of the blinds, the one-eyed is king."	ມີສຸພານິດກ່າວໄວ້ວ່າ: "ໃນອານາຈັກຂອງຄົນຕາບອດ, ຜູ້ຕາບອດຂ້າງດຽວເປັນລາຊາ".

## Question marks

Question marks are used when referring to Lao.

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

Question Marks are used in the same way as in English.

Example:

US English	Lao target
Do you plan to visit Laos next year?	ທ່ານຂຶ້ນແຜນຈະໄປຢ້ຽມຢາມປະເທດລາວປີໜ້າບໍ່?

## Parentheses

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

English	Lao
Text Document (*.txt)	ເອກະສານຂໍ້ຄວາມ (*.txt)

### 3.1.11 Symbols & nonbreaking spaces

Special characters in table below should be kept in Lao translation in the same way as in English:

Character	What to display
Nonbreaking space (&nbsp;)	
Less-than symbol (&lt;)	<
Greater-than symbol (&gt;)	>
Ampersand (&)	&
Quotation mark (&quot;)	"

### 3.1.12 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're 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.

Continuous operations are usually expressed in English with a gerund, which should be translated into Lao with "ກຳລັງ."

Examples:

English	Translation
Printing...	ກຳລັງພິມ...
Downloading file...	ກຳລັງດາວໂຫຼດແຟ້ມ...

## 4 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Lao, 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.

### 4.1 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.

General accessibility information can be found at <http://www.microsoft.com/enable/education/>.

## 4.2 Applications, products, and features

Product and application names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (for example, IntelliSense™). Before translating any application, product, or feature name, verify that it's in fact translatable and not protected in any way. This information can be obtained [here](#).

### Version numbers

Version numbers always contain a period (for example, Version 4.2). Note punctuation examples of "Version x.x":

US English	Lao target
Version 4.2	Version 4.2

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

## 4.3 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is [here](#).

## 4.4 Geopolitical concerns

Part of the cultural adaptation of the US-product to a specific market is the resolution of geopolitical issues. While the US-product is designed and developed with neutrality and a global audience in mind, the localized product should respond to the particular situation that applies within the target country/region.

Sensitive issues or issues that might potentially be offensive to the users in the target country/region may occur in any of the following:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references are present

Some of these issues are relatively easy to verify and resolve: the objective should be for the localizer to always have the most current information available. Maps and other graphic representations of countries/regions should be checked for accuracy and existing political restrictions. Country/region, city and language names change on a regular basis and need to be checked, even if previously approved.

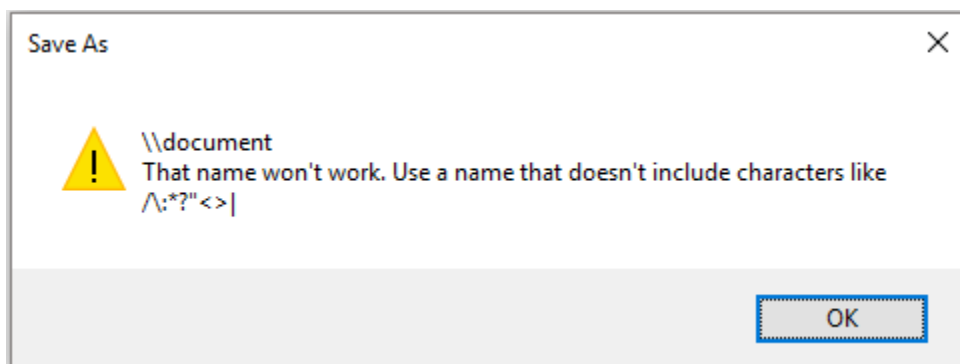
A thorough understanding of the culture of the target market is required for checking the appropriateness of cultural content, clip art and other visual representations of religious symbols, and body and hand gestures.

## 4.5 Software considerations

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

### 4.5.1 Error messages

Here is an example:



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 restarting 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.

English term	Correct Lao translation
Oops, that can't be blank...	ອຸບສ, ບ່ອນນັ້ນປະເປົ່າບໍ່ໄດ້.
Not enough memory to process this command.	ໜ່ວຍຄວາມຈຳບໍ່ພໍທີ່ຈະປະຕິບັດງານຕໍ່ໄດ້.

## Lao style in error messages

It's important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

## Standard phrases in error messages

These phrases commonly occur in error messages. When you translate 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:

English	Translation	Example	Comment
Can't ... Could not ...	ບໍ່ສາມາດ	English: You <u>can't</u> save files on this drive. Lao: ເຈົ້າບໍ່ສາມາດບັນທຶກແຟ້ມໃນໄດຣນີ້ໄດ້.	
Failed to ... Failure of ...	ບໍ່ສາມາດ	English: Failed to open document. Lao: ບໍ່ສາມາດເປີດເອກະສານ	
Can't find ... Could not find ... Unable to find ... Unable to locate ...	ຫາ... ບໍ່ເຫັນ	English: Unable to find the user information for the file. Lao: ຫາຂໍ້ມູນຂອງຜູ້ໃຊ້ແຟ້ມນີ້ບໍ່ເຫັນ.	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	ໜ່ວຍຄວາມຈຳບໍ່ພຽງພໍ	English: Indexing is paused because there is not enough memory available. Lao: ການຈັດລຳດັບດັດສະນີຢຸດຊົ່ວຄາວຍ້ອນວ່າໜ່ວຍຄວາມຈຳບໍ່ພຽງພໍ.	
... is not available ... is unavailable	n/a	n/a	This can't be translated as this type of fragment. The translation will be varied depend on context.

## 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."

English	Translation
CD Drive (%c:)	ຊີດີໄດຣ (%c:)
If %username% has forgotten the password, he or she can use the password reset floppy disk.	ຖ້າ %username% ລືມລະຫັດລາວສາມາດໃຊ້ຟລໍປີດສຕັ້ງຄຳລະຫັດໃໝ່ໄດ້.
Maximum of %3!s! digit(s) allowed.	ອະນຸຍາດຈຳນວນຕົວເລກສູງສຸດ %3!s! ຫຼັກ

### 4.5.2 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps). Names of keys appearing on keyboard should not be translated.

#### Key names

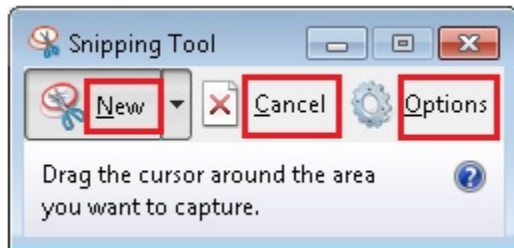
English key name	Lao key name
Alt	Alt
Backspace	Backspace
Break	Break
Caps Lock	Caps Lock

English key name	Lao key name
Ctrl	Control
Delete	Delete
Down Arrow	Down Arrow
End	End
Enter	Enter
Esc	Escape
Home	Home
Insert	Insert
Left Arrow	Left Arrow
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Right Arrow
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Spacebar
Tab	Tab
Up Arrow	Up Arrow
Windows key	Windows key
Menu Key	Menu Key
Print Screen	Print Screen



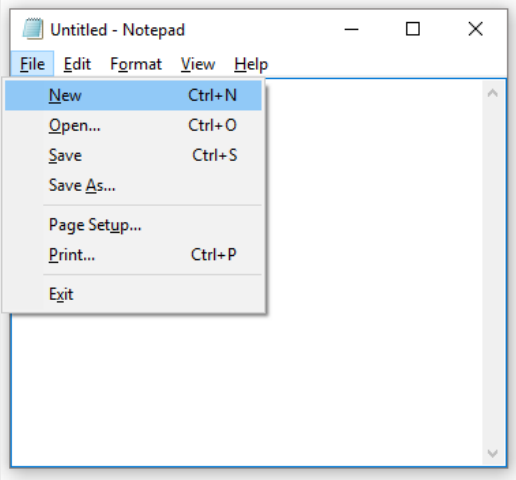
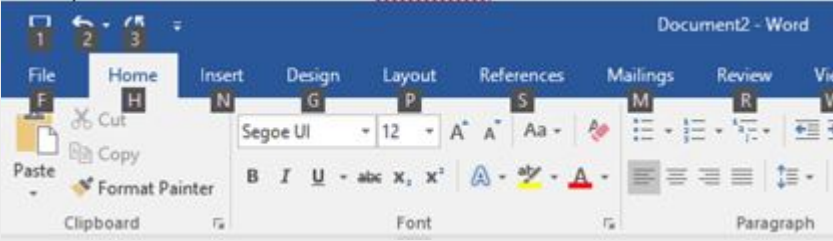
### 4.5.3 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts (also known as access keys) that allow you to run commands, perform tasks, etc., more quickly.



Keyboard shortcuts special options	Usage: is it allowed?	Notes
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	No	<not lao script>
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	<not lao script>
Extended characters can be used as keyboard shortcuts	No	<not lao script>
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	No	<not lao script>
A number, appearing between brackets after item name, can be used as a keyboard shortcut	No	<not lao script>
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	No	<not lao script>
Duplicate keyboard shortcuts are allowed when no other character is available	No	<not lao script>
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	<not lao script>

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

Term	Usage
<b>access key</b>	<p>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.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&amp;ome</p>  <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
<b>key tip</b>	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the “&amp;” character.</p> <p>Example: In UI localization Home`H</p> 
<b>shortcut key</b>	<p>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.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p> <p>Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.</p>

#### 4.5.4 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.

#### 4.5.5 Numeric keypad

Avoid distinguishing numeric keypad keys from the other keys, unless it's required by a given application. If it's not obvious which keys need to be pressed, provide necessary explanations.

#### 4.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes that 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

US command	US English shortcut key	Lao command	Lao shortcut key
General Windows shortcut keys			
Help window	F1	ໜ້າຕ່າງວິທີໃຊ້	F1
Context-sensitive Help	Shift+F1	ວິທີໃຊ້ແບບຕາມບົດບາດ	Shift+F1
Display pop-up menu	Shift+F10	ສະແດງເມນູແບບແລ່ນຂຶ້ນມາ	Shift+F10
Cancel	Esc	ຍົກເລີກ	Esc
Activate\Deactivate menu bar mode	F10	ເປີດປິດໃຊ້ງານໂທດແຖບເມນູ	F10
Switch to the next primary application	Alt+Tab	ສະຫຼັບໄປທີ່ໜ້າໂປຼແກມປະຫຍຸກຫຼັກຖັດໄປ	Alt+Tab

US command	US English shortcut key	Lao command	Lao shortcut key
Display next window	Alt+Esc	ສະແດງໜ້າຕ່າງຖັດໄປ	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	ສະແດງເມນູແບບຜຸດຂຶ້ນສຳລັບໜ້າຕ່າງ	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	ສະແດງເມນູແບບຜຸດຂຶ້ນສຳລັບໜ້າຕ່າງລູກທີ່ໃຊ້ງານຢູ່	Alt+-
Display property sheet for current selection	Alt+Enter	ສະແດງແຜ່ນຄຸນສົມບັດສຳລັບການເລືອກປະຈຸບັນ	Alt+Enter
Close active application window	Alt+F4	ປິດໜ້າຕ່າງໂປຼແກມປະຍຸກທີ່ໃຊ້ງານຢູ່	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ສະຫຼັບໄປທີ່ໜ້າຕ່າງຖັດໄປພາຍໃນໂປຼແກມປະຍຸກ	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	ຈັດພາບໜ້າຕ່າງທີ່ໃຊ້ງານຢູ່ໄປທີ່ຄລິບບອດ	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	ຈັດພາບເດັດສະໜອບໄປທີ່ຄລິບບອດ	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	ເປີດປຸ່ມເລີ່ມໃນແຖບງານ	Ctrl+Esc
Display next child window	Ctrl+F6	ສະແດງໜ້າຕ່າງລູກທີ່ຢູ່ຕໍ່ໄປ	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	ສະແດງບານໜ້າຕ່າງແບບແຖບຕໍ່ໄປ	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	ເປີດໃຊ້ຕົວຈັດການງານ ແລະ ການກຽມໃຊ້ງານລະບົບ	Ctrl+Shift+Esc
<b>File menu</b>			
File New	Ctrl+N	ແຜ່ມ ສ້າງໃໝ່	Ctrl+N
File Open	Ctrl+O	ແຜ່ມ ເປີດ	Ctrl+O

US command	US English shortcut key	Lao command	Lao shortcut key
File Close	Ctrl+F4	ແລ້ມ ປິດ	Ctrl+F4
File Save	Ctrl+S	ແລ້ມ ບັນທຶກ	Ctrl+S
File Save as	F12	ແລ້ມ ບັນທຶກເປັນ	<F12
File Print Preview	Ctrl+F2	ແລ້ມ ຕົວຢ່າງກ່ອນພິມ	Ctrl+F2
File Print	Ctrl+P	ແລ້ມ ພິມ	Ctrl+P
File Exit	Alt+F4	ແລ້ມ ອອກ	Alt+F4
<b>Edit menu</b>			
Edit Undo	Ctrl+Z	ແກ້ໄຂ ກັບຄືນ	Ctrl+Z
Edit Repeat	Ctrl+Y	ແກ້ໄຂ ເຮັດຊ້ຳອີກ	Ctrl+Y
Edit Cut	Ctrl+X	ແກ້ໄຂ ຕັດ	Ctrl+X
Edit Copy	Ctrl+C	ແກ້ໄຂ ສຳເນົາ	Ctrl+C
Edit Paste	Ctrl+V	ແກ້ໄຂ ວາງ	Ctrl+V
Edit Delete	Ctrl+Backspace	ແກ້ໄຂ ລຶບ	Ctrl+Backspace
Edit Select All	Ctrl+A	ແກ້ໄຂ ເລືອກທັງໝົດ	Ctrl+A
Edit Find	Ctrl+F	ແກ້ໄຂ ຊອກຫາ	Ctrl+F
Edit Replace	Ctrl+H	ແກ້ໄຂ ແທນທີ່	Ctrl+H
Edit Go To	Ctrl+G	ແກ້ໄຂ ໄປທີ່	Ctrl+G
<b>Help menu</b>			
Help	F1	ວິທີໃຊ້	<example>
<b>Font format</b>			
Italic	Ctrl+I	ຕົວງ່ຽງ	Ctrl+I
Bold	Ctrl+B	ຕົວເຂັ້ມ	Ctrl+B
Underlined\Word	Ctrl+U	ຂີດກ້ອງ	Ctrl+U

US command	US English shortcut key	Lao command	Lao shortcut key
underline			
Large caps	Ctrl+Shift+A	ຕົວຟິມໃຫຍ່	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	ຕົວຟິມນ້ອຍ	Ctrl+Shift+K
<b>Paragraph format</b>			
Centered	Ctrl+E	ທາງກາງ	Ctrl+E
Left aligned	Ctrl+L	ຈັດທາງຊ້າຍ	Ctrl+L
Right aligned	Ctrl+R	ຈັດທາງຂວາ	Ctrl+R
Justified	Ctrl+J	ຕິດຂອບ	Ctrl+J

#### 4.5.7 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 a common term (such as "server"), use the local pronunciation. Pronunciation can be adapted to the Lao phonetic system if the original pronunciation sounds very awkward in Lao.

Example	Phonetics	Comment
SecurID	[sɪ'kjuər aɪ di:]	<same as English>
.NET	[dot net]	<same as English>

##### Acronyms and abbreviations

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

Example	Phonetics	Comment
RADIUS	[ra dus]	<same as English>

RAS	[ras]	<same as English>
ISA	[i sa]	<same as English>
LAN	[lan]	<same as English>
WAN	[wan]	<same as English>
WAP	[wap]	<same as English>
MAPI	[ma pi]	<same as English>
POP	[pop]	<same as English>
URL	[u r l]	<same as English>

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	ICMP	<same as English>
IP	IP	<same as English>
TCP/IP	TCP/IP	<same as English>
XML	XML	<same as English>
HTML	HTML	<same as English>
OWA	OWA	<same as English>
SQL	SQL	<same as English>

## URLS

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

"www" should be pronounced as www.

The "dot" should be omitted, but can also be read out. If you read it out, then it must be pronounced the Lao way.

Example	Phonetics	Comment
http://www.microsoft.com	http://www dot Microsoft dot com	<same as English>

### **Punctuation marks**

Most punctuation marks are naturally implied by the sound of voice, for example, ? ! : ; ,

En dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

### **Special characters**

Pronounce special characters such as / \ ~ < > + - using the Lao approved translations.



The information contained in this document represents the current view of Microsoft Corporation on the issues discussed as of the date of publication. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information presented after the date of publication.

This white paper is for informational purposes only. Microsoft makes no warranties, express or implied, in this document.

Complying with all applicable copyright laws is the responsibility of the user. Without limiting the rights under copyright, no part of this document may be reproduced, stored in, or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording, or otherwise), or for any purpose, without the express written permission of Microsoft Corporation.

Microsoft may have patents, patent applications, trademarks, copyrights, or other intellectual property rights covering subject matter in this document. Except as expressly provided in any written license agreement from Microsoft, the furnishing of this document does not give you any license to these patents, trademarks, copyrights, or other intellectual property.

© 2017 Microsoft Corporation. All rights reserved.

The example companies, organizations, products, domain names, email addresses, logos, people, places, and events depicted herein are fictitious. No association with any real company, organization, product, domain name, email address, logo, person, place, or event is intended or should be inferred.

Microsoft, list Microsoft trademarks used in your white paper alphabetically are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.