

WESTERN DIGITAL MARKETING GUIDELINES

ES-ES

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About this document

This document is intended to help linguists produce work that is accurate and fully aligns with marketing guidelines.

When creating marketing content, it is important to be aware of the brand identity and social tone of voice of a client. From the outset, translators need to understand the desired tone of voice, the audience, the desired outcome, what it is they are writing about and then produce the content accurately in the native language of the target market. The idea is not to translate literally, but to understand the principles and style of a brand so that linguists can express them accurately for the local market, in the local language.

About WD

Western Digital Corporation, a long-time innovator and storage industry leader, incorporated on October 26, 2000, is a data storage solutions company. The Company is a developer, manufacturer and provider of data storage solutions that enable consumers, businesses, governments and other organizations to create, manage, experience and preserve digital content.

These guidelines refer to the WD Marcom projects. WD marketing content can vary and therefore, the particular type of text and its purpose need to be considered to determine translation strategy. The text types can vary from internal communication describing the marketing campaigns, internal training materials to materials aiming for public distribution through different channels. WD targets customers ranging from businesses to casual every day users of PC.

Resources

- a) Useful resources for Spanish localizers, writers, and editors:

<http://www.rae.es/>

<http://www.fundeu.es/>

www.wordreference.com/es

b) Some WD links for general reference when translating marketing content:

<http://www.wd.com/sp/>

<https://www.youtube.com/user/westerndigital/videos>

Voice and tone

The language of Marcom content should be:

- confident and expressing expertise
- simple, clear but creative and inspiring for the customer
- conveys WD's knowledge and the sense of reliability
- sentences should be short and to the point so they can clearly convey even the most technical product features and concepts
- consider the customer as WD's partner and the main contributor to WD's best stories

Tone of voice:

- must be adapted to the specific project that the linguist is working on
- should never be familiar but it is recommended to think creatively and use it as a medium for conveying a message that is going to resonate with the target audience.

Target audience:

a) Specialized public (including prosumers, creative professionals, office, home office):

- Include product specifications
- but also interaction with the reader– an educated professional
- a more formal register is expected, with a lesser degree of freedom in the translation
- use formal tone, but avoid the word “usted”
- por ejemplo: “podrá instalar un nuevo disco duro” en vez de “usted podrá instalar un nuevo disco duro”

Example: WD's My Cloud Business Series high-performance, ultra-reliable NAS systems products for businesses, professionals and SOHO (i.e My Cloud DL Series)

b) General public (consumers):

- product localization will allow more room for creativity
- considering the broad potential target audience, we would keep neutral way of addressing the client (write in the third person, but avoid the word “usted”) and express the less degree of formality through vocabulary

Example: My Cloud Personal Cloud Storage consumer products (ie. My Passport X)

c) Youth (children, young people)

- Language used in campaigns aimed at children and youth should differ in formality from the one that is used in campaigns that target the general public.
- In this case, the youthful spirit should be expressed not only by vocabulary but also should be reflected in informal way of addressing the client that allows a more personal and straight communication preferred by the young people.
- use informal “tú”

Example: My Cloud Back-to-school

This kind of project (c) is an exception and you will be informed by the PM.

Translated text should flow as fluently as it does in English. The main goal should be recreating the original WD tone of voice in Spanish. It should be idiomatic, vivid language. WD products’ voice and tone is personal and seeks to identify with the user. Please be consistent in style, voice, tone, and overall message.

Keep in mind that, for marketing content, it’s extremely important to create the target text that will convey the same message and include the same info while sounding natural, as if the content was originally written in Spanish.

Example of marketing content:

- **ENGLISH SOURCE:**
With the pre-loaded software, your photos, music library, family videos and important files will be safely backed up for easy retrieval.
- **WD APPROVED:**
Gracias al software-incorporado, podrá crear una copia de seguridad de sus fotos, su colección de música, sus vídeos familiares y sus archivos importantes para que pueda recuperarlos fácilmente.
- **POOR SOLUTION:**
Gracias al software que viene precargado, se podrá crear una copia de seguridad de sus fotos, su biblioteca musical, sus vídeos familiares y sus archivos importantes para que pueda recuperarlos fácilmente.

General style and terminology instructions

1. *Make the text sound natural in the target language.*

Keep in mind the wide audience consisting of people with different backgrounds (including non-IT professionals).

Centralize and organize all your photos, videos and files in one secure place, your place.

Centralice y organice todas sus fotos, vídeos y archivos en un solo lugar seguro: su casa.

2. *Generally, the style should be flexible and friendly.*

Avoid word for word translations. Avoid bureaucratic terms.

It looks like you’re feeling confident about WD Purple NV.

Parece que se siente preparado para vender los discos WD Purple NV.

3. *Keep it simple, keep it accessible.*

If a word or a sentence can be translated differently, try to use the “simple” option.

Save everything in one place...

Guarde todo en un único sitio...

4. *Try to avoid long and cumbersome sentences.*

Split a sentence in two when necessary, this way you’ll give the reader time to assimilate the concept.

WD's My Cloud NAS are now equipped with Plex, creating the ultimate entertainment hub.

El sistema NAS My Cloud de WD ahora incluye Plex. Esto lo convierte en el mejor centro de entretenimiento.

5. *When appropriate, use active voice to engage the reader.*

However, feel free to use passive voice if it sounds better in the context of the target language.

Help protect everything you've saved on your computer

Proteja todo lo que ha guardado en su equipo

6. *Avoid slang and jargon.*

Write in plain Spanish.

Backing up just your files

Haga una copia de seguridad solo de sus archivos

7. *Avoid infinitive when addressing the target reader.*

Access the My Cloud OS 3 Dashboard

Avoid: Acceder al panel de control de My Cloud OS 3

Use: Acceda al panel de control de My Cloud OS 3

8. *Use verb in this type of sentence:*

reduction in internal air turbulence

Avoid: una reducción en las turbulencias internas

Use: Reducen las turbulencias internas

9. *When translating campaign titles, always double check with PMs.*

It may be possible that WD would prefer to keep campaign titles and slogans in English, therefore always double check whether transcreation is needed or not.

WD-specific requirements

NUMBERS

- a) Don't write numbers with words
- b) For inches use “pulgadas” avoid “in” or “pulg”.
- c) **Please leave spacing before symbol (%)**

d) Currency symbols should go before the amount and with spacing, i.e: 50 €; not €50 or 50€

Source: RAE/Fundeu: <http://www.fundeu.es/consulta/simbolos-de-monedas-1021/>

"Para las monedas, el uso en España prefiere la escritura pospuesta y con blanco de separación, como es normal en el resto de los símbolos: 3 £, 50 \$"

| Source text | Current translation | Fixed translation |
|---|---|--|
| 3.46 in | 3,46 in | 3,46 pulgadas |
| 1.00 kg | 1,00 kg | 1 kg |
| 1.00 lb (0.45 kg) | 1,00 lb (0,45 kg) | 1 lb (0,45 kg) |
| megabyte per second (MB/s) = one million bytes per second, megabit per second (Mb/s) = one million bits per second, and gigabit per second (Gb/s) = one billion bits per second | megabytes por segundo (MB/s) = un millón de bytes por segundo, megabits por segundo (Mb/s) = un millón de bits por segundo y gigabits por segundo (Gb/s) = mil millones de bits por segundo | megabyte por segundo (MB/s) = un millón de bytes por segundo, megabit por segundo (Mb/s) = un millón de bits por segundo y gigabit por segundo (Gb/s) = mil millones de bits por segundo |

a)

| English | Current translation | Fixed translation |
|----------------|---------------------|-------------------------|
| 5400 RPM Class | Clase 5400 RPM | Clase de 5.400 r. p. m. |

Al escribir números de más de cuatro cifras, se agruparán estas de tres en tres, empezando por la derecha, y separando los grupos por espacios en blanco: 8 327 451 (y no por puntos o comas, como, dependiendo de las zonas, se hacía hasta ahora: 8.327.451; 8,327,451). Los números de cuatro cifras se escriben sin espacios de separación: 2458 (no 2 458). En ningún caso deben repartirse en líneas diferentes las cifras que componen un número: 8 327 / 451.

THIS IS THE CURRENT RULE FROM RAE BUT ABSOLUTELY NOT USUAL IN SPAIN. WE SUGGEST TO KEEP USING DOTS INSTEAD OF SPACING FOR THE NUMBERS, I.E 5.400

REGARDING RPM, ACCORDING TO RAE IT SHOULD BE r. p. m. See <http://buscon.rae.es/dpd/apendices/apendice2.html>

b)

| English | Incorrect translation | Correct translation |
|--------------------------|----------------------------|-----------------------------|
| My Cloud™ Mirror (Gen 2) | My Cloud™ Mirror (2ª gen.) | My Cloud™ Mirror (2.ª gen.) |

Para expresar abreviadamente los ordinales, se utilizan dos sistemas: la numeración romana (→ [números, 3.1a](#)) y la numeración árabe seguida de letra volada (→ [números, 2e](#)); así, puede escribirse tanto *la XXIII edición del Festival de San Sebastián* como *la 23.ª edición del Festival de San Sebastián*. Cuando se utiliza el segundo procedimiento, hay que tener en cuenta que, salvo en el caso de las formas apocopadas *primer* y *tercer*, que llevan voladas las dos últimas letras del ordinal (1.^{er}, 3.^{er}, 23.^{er}), en el resto de los casos únicamente va volada la última letra: 1.ª, 2.ª, 3.ª, 28.ª, etc.

PRODUCTS:

- Please note that WD Black is not a portable drive, but an internal hard drive for laptops and small form factor desktop computers: See: <http://www.wdc.com/sp/products/products.aspx?id=790>
- My Book for Mac → According to wd.com/sp, the product name should stay in English.
- Los discos para ordenadores → Please keep in mind that we are talking about "hard drives for desktop computers", not "desktop drives"

| English | Current translation | Fixed translation | Comment |
|---|--|---|---------|
| PLEX | PLEX | Plex | |
| Intel Atom C2338 1.7 GHz dual-core | Intel Atom C2338 de doble núcleo a 1,7 GHz | Intel Atom C2338 de dos núcleos a 1,7 GHz | |
| WD Black™ 2.5-inch Performance Hard Drive | Disco duro WD Black™ de alto rendimiento de 2,5 pulgadas | WD Black™, disco duro de alto rendimiento de 2,5 pulgadas | |

Currency

If the source text contains any currency, this should be localized in the sense of following the conventions of the target language without converting the actual amount to any other currency.

An exception to the above rule is when a currency conversion or any other amendment is requested from the PM along with the initial job instructions. A conversion request should be accompanied by a table with the amounts converted to the requested currencies.

If during review implementation stage, the reviewer requests a change, this should not be implemented by the linguist and the PM should be notified.

Currency conversion may be requested in a later stage and implemented during DTP stage so as not to pollute the TM.

The correct way of writing values in Spanish is: symbol + dollar sign + value.

Example: US\$100

Some linguistic choices made by Western Digital:

| English | Current translation | Fixed translation | Comment |
|--|--|---|---|
| smartphone | smartphone | teléfono inteligente | |
| tablet | tablet | tableta | |
| smart TV | smart TV | televisor inteligente | |
| router | router | enrutador | |
| bay | bahía | compartimento | |
| medium copy | Copy a medio | texto medio | |
| Mirror Mode | Mode Mirror | modo duplicación | See http://www.intel.com/support/s/p/chipsets/imsm/sb/cs-009337.htm |
| With all your favorite media centralized | Con todos sus medios favoritos centralizados | Con todos sus archivos multimedia favoritos | |

| | | | |
|---------------------------------------|---|--|---|
| | | centralizados | |
| HD | | alta definición (HD) | |
| Personal cloud storage | Disco de almacenamiento en la nube personal | Dispositivo de almacenamiento en la nube personal | |
| drive | | disco | |
| External Hard Drive Cases | Fundas para discos duros externos | Carcasas para discos duros externos | IT DEPENDS ON THE CONTEXT. "CARCASAS" SHOULD BE EXTERNAL STORAGE ENCLOSURES AND "FUNDAS" FOR "CARRYING CASES" "carcasa" is quite generic. We suggest "dispositivo" to refer to "NAS enclosures" |
| Mainstream | Mainstream | Uso general | |
| external enclosure | gabinete externo | dispositivo externo | |
| All-In-One PCs | ordenadores todo en uno | PC todo en uno | Should we always translate PC as "ordenador" or keep it in English? WE SHOULD TRANSLATE AS "ORDENADOR" WHEN IT REFERS TO A PERSONAL COMPUTER IN GENERAL AND TRANSLATE AS "ORDENADOR WINDOWS" WHEN TALKING ABOUT COMPUTING PLATFORMS |
| computer | | ordenador | |
| notebook | notebook | ordenador portátil | |
| PC Hard Drives | Discos duros para PC | Discos duros para ordenador | |
| desktop PCs | equipos de escritorio | ordenadores de sobremesa | |
| small form factor desktop PC's | pequeños ordenadores de sobremesa | ordenadores de sobremesa de pequeño formato | |
| interface | | conexión | CONEXIONES IS A MOST COMMONLY USED TERM THAN INTERFAZ, THAT IS QUITE TECHNICAL. "CONEXIONES" WORKS FINE FOR USB, THUNDERBOLT, FIREWIRE, ETC. AND "INTERFAZ" IS MORE COMMON FOR SATA, ATA, SCSI, ETC. |
| | | interfaz | |
| video | video | vídeo | |
| surveillance | video vigilancia | videovigilancia | |
| RPM | RPM | r. p. m. | |
| Go premium with... | | Suscripción premium a... | |

| | | | |
|---|--|---|--|
| game console | | videoconsola | |
| Free (Plex) pass for (3) months | | (Tres) meses de suscripción gratuita (a Plex) | |
| Streaming, simplified with My Cloud NAS and Plex™ | Simplifique las transmisiones multimedia con un dispositivo NAS My Cloud y Plex™ | Simplifique las transmisiones multimedia con el dispositivo NAS My Cloud y Plex™ | |
| premium features and early access to new ones | | características exclusivas y la posibilidad de probar nuevas funciones antes que el resto | |
| WD My Cloud NAS | | Dispositivo NAS WD My Cloud | |
| media | medios | contenidos multimedia | Source: Sync your media on mobile devices. |
| WD Purple NV drives | las unidades WD Purple NV | los discos WD Purple NV | |
| wired DVR systems | los sistemas DVR cableados | los sistemas DVR con cable | |
| ATA streaming | streaming ATA | transmisión ATA | |
| tap | presionar | pulsar | |
| review the content | revisar el contenido | repasar el contenido | |
| score | calificación | puntuación | |
| training | capacitación | formación | |
| earn credit | | obtener crédito | |
| third party | terceros | otras empresas | |
| 24x7 | 24x7 | las 24 horas, todos los días | |
| 24x7x365 | 24x7x365 | ininterrumpido | |
| Datacenter Hard Drive | Disco duro para centro de datos | Disco duro para centros de datos | |
| trademark | marca registrada | marca comercial | |
| Wi-Fi | WiFi | Wi-Fi | |
| USB power bank | Cargador con puerto USB | La batería con puerto USB | |
| Dual wireless band support | Compatible con banda dual inalámbrica | Compatible con Wi-Fi de doble banda | |
| Internet hotspot | zona activa en Internet | punto de acceso inalámbrico | |
| Super-fast USB 3.0 transfer speeds | Super-fast USB 3.0 transfer speed | Puerto USB 3.0 con velocidades de transferencia ultrarrápidas | |
| DSLR | cámara DSLR | cámara réflex | |
| Platter Count | Recuento de platos | Número de platos | |
| RoHS compliant | Compatible con RoHS | Cumple la normativa RoHS | |
| Helium gas-filled drives | Los discos rellenos con helio | Los discos rellenos con helio | |
| 1x USB 2.0 (Host port) | 1 x USB 2.0 (puerto Host) | 1 puerto USB 2.0 (huésped) | |
| (D x W x H) | (L x An x Al) | (Lar. x An. x Al.) | |
| spinning motion | movimiento de revolución | movimiento de rotación | |

PREPOSITIONS:

| English | Avoid | Change to | Comment |
|--|--|--|---|
| iPhone storage | almacenamiento de iPhone | almacenamiento para iPhone | IT DEPENDS ON CONTEXT. THIS TRANSLATION WAS ABOUT A SERVICE FOR IPHONES |
| Backs up PC and Mac® computers | Copias de seguridad de ordenadores PC y Mac® | Copias de seguridad para ordenadores Windows y Mac® | WHEN IT REFERS TO COMPATIBILITY ISSUES, WE SUGGEST TO USE WINDOWS AND MAC IN ORDER TO DIFFERENTIATE BETWEEN PLATFORMS |
| WD's My Cloud NAS | El sistema NAS de WD My Cloud | El sistema NAS WD My Cloud | |
| Available in up to 6 TB capacities | Ahora disponibles en capacidades de hasta 6 TB | Ahora disponibles en capacidades hasta 6 TB | |
| 8TB Availability | Disponible con 8 TB | Capacidad de 8 TB | |
| WD's specialized surveillance and NAS drives | Los discos especializados de videovigilancia y NAS de WD | Los discos especializados para videovigilancia y NAS de WD | |
| hardware RAID | RAID por hardware | RAID de hardware | |

History of updates

| Published date | Version | Changes | Author |
|----------------|---------|---|----------------|
| 19.11.2015 | 1.0 | Initial version | Alice Lukešová |
| 25.04.2016 | 1.1 | Added Target audience in the Voice and tone section. WD Specific Requirements – Currency Some Linguistic Choices Made by WD | Alice Lukešová |