



Mobile 365 Writing Guide

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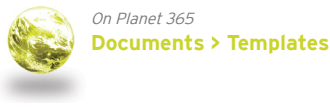
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This Writing Guide outlines the specific styles used by Mobile 365. When in doubt about the usage of grammar or a specific word, please check this document first. If no answer can be found, please consult a member of the Corporate Marketing team.

This Writing Guide provides the following:

- Standard usage of industry language and acronyms
- Document writing guidelines, including how to determine which template to use, how to use various formatting styles (boldface vs. italics vs. underlining), using graphics in Microsoft Word and PowerPoint, and how to build a table of contents
- Email style guidelines
- Trademark, copyright, and patent information

The following icon indicates where items can be found on Planet 365:



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Creating New Styles

If there is a language or writing issue you believe needs to be addressed, please bring it to the attention of Laura Mayhew by sending a descriptive email to laura.mayhew@mobile365.com.

If there is a branding, graphics, GUI, or Planet 365 Intranet issue you believe needs to be addressed, please bring it to the attention of Jason Wauer by sending a descriptive email to jason.wauer@mobile365.com.

This section outlines the specific writing and language styles to be used when writing documents or email in English. If a question regarding grammar or word usage arises, check this document first and then the *Chicago Manual of Style*. In addition, some of the entries in this document are borrowed from *WIRED Style*. All corporate documents are written in American English.

For local spellings and practices, please use the spelling that is most familiar to your audience. This refers to words such as *organization* (American English) vs. *organisation* (Queen's English). If you have any questions about this, please contact your regional Marketing director.

Numbers

2G (Second Generation)

A phrase used to describe networks whose capacity and design supports only voice services.

2.5G (Second-and-a-half Generation)

A stepping stone between 2G and 3G cellular wireless technologies. The term "second-and-a-half-generation" is used to describe 2G systems that have implemented a packet switched domain in addition to the circuit switched domain. 2.5G does not necessarily provide faster services because bundling of timeslots is used for circuit switched data services (HSCSD), as well. For GSM, this typically means GPRS data networks; for CDMA, it refers to CDMA 1xRTT networks.

24x7x365

The way Mobile 365 describes our "365 days a year" quality of service, and how we refer to the support offered by our Customer Service department. Note the order of the numbers: 24 hours a day, seven days a week, 365 days a year.

NOTE: Do not use slashes to separate the numbers. Only use a small "x" to separate the numbers, with no spaces in between.

3G (Third Generation)

A phrase used to describe networks currently being deployed that have greatly increased bandwidth to enable support of both voice and data services.

3GPP (Third Generation Partnership Project)

A global collaboration between six partners: ARIB, CWTS, ETSI, T1, TTA, and TTC. The group aims to develop a globally-accepted third-generation mobile system based on GSM.

3GPP2 (Third Generation Partnership Project 2)

A collaborative third-generation (3G) telecommunications standards-setting project – comprising North American and Asian interests – developing global specifications for ANSI/TIA/EIA-41 cellular radio telecommunication intersystem operations network evolution to 3G, and global specifications for the radio transmission technologies (RTTs) supported by ANSI/TIA/EIA-41. Their main focus is the CDMA2000 standards.

99.999% reliability

The way to write how Mobile 365 describes the quality of service offered by our P2P interoperability network. Can also use *five 9s*. Do not use *5 9s*, *5-9s*, *5 nines*, or any other combination of the two words.

NOTE: Only use this phrase when referring to our P2P network.

A

A2P (Application-to-Person messaging)

This term is typically used when a message originates from an application server, or when a person sends a message to an application server. An application server is typically used to record votes, send or receive content (text, images, audio, or video), or perhaps serve as a chat or gaming server. Contrast *P2P*.

a

Not capitalized in a title or heading – unless it is the first word.

acronyms

Typically, you should spell out the first mention within each document, with the acronym in parenthesis. From that point forward, use only the acronym.

EXAMPLE

*The Operator Charging Gateway (OCG) provides extensive billing capabilities.
To purchase OCG services, contact Mobile 365 directly.*

NOTE: Always take note of the initial capitalization used with acronyms, as the acronym is not necessarily comprised from the first letter of each included word. An example of this is the *APEX Network (Application and Personal EXchange)*.

If drafting a technical document, such as a product specification or a user manual, you do not need to spell out each acronym, as it can be assumed that your audience knows what each acronym means. If you don't know your audience's knowledge level, spell out the first instance.

active voice

Use instead of passive voice.

CORRECT: *The dialog displays.*

INCORRECT: *The dialog will display.*

allow

Do not use. Use *enable* or *lets* instead.

CORRECT: *This dialog enables you to change an object name.*

INCORRECT: *This dialog allows you to change an object name.*

alphabetizing

When alphabetizing a glossary, use a letter-by-letter system. The following is an example of letter-by-letter alphabetizing:

New, Arthur
New, Zoe
newborn
newcomer
New Deal
new economics

alphanumeric pager

Can also use *pager*. Do not use *text pager*.

am

Refers to the morning hours of the day, from midnight to 11:59 am. Always use in lowercase, with no periods after the letters. Do not use the forms *A.M.*, *AM*, or *a.m.*

Americas

Refers to Canada, the United States, Mexico, Central America, and South America. Contrast *North America*, *Central America*, and *South America*.

and

Not capitalized in a title or heading.

APEX Network (Application and Personal message EXchange)

The Mobile 365 international mobile messaging and data network. Always capitalize "Network" when referring to it.

NOTE: Take note of the capitalization of this acronym, as not all words contribute to the acronym itself.

Application Programming Interface (API)

When plural, do not use an apostrophe (example: *APIs*). Only use an apostrophe if referring to a feature of a single API (such as, "*The API's menus are easy to use*"). When discussing Mobile 365 APIs, never use the apostrophe.

apostrophe

Always use Microsoft Word's "smart quotes" feature (also referred to as *curly quotes* or *typographer's quotes*) for apostrophes. Smart quotes are generally considered to be more readable than straight quotes.

EXCEPTION: Websites and Web-based GUIs.

To turn on smart quotes, go to the Microsoft Word **Tools** menu, choose **AutoCorrect...**, and then click the **AutoFormat As You Type** tab. In the **Replace as you type** section, click the "**Straight quotes**" with "**smart quotes**" checkbox. Click **OK**.

When making acronyms plural, add an *s* with no apostrophe.

CORRECT: *The APIs were finished and ready for release.*

INCORRECT: *The API's were finished and ready for release.*

appears

In technical documentation, do not use when referring to a dialog or window. Use *displays* instead.

CORRECT: *The MMS Exchange window displays.*

INCORRECT: *The MMS Exchange window appears.*

application

Use instead of *program*. Can also use *product*.

ARPU (Average Revenue Per User)

Measures the average monthly revenue generated for each customer unit, such as a cellular phone or pager, that an operator has in operation.

B

back up

To duplicate data for storage purposes. Use *backed up* and *backing up* as verbs.

backup

One word. The noun referring to what you created ("*My only backup was destroyed.*"). The adjective, *backup disk*, is also one word.

bi-lateral

Two operators that are directly connected to one another for the purpose of exchanging communications traffic. Do not use *direct connect*.

Bluetooth

A short-range radio technology aimed at simplifying communications among Internet devices and between devices and the Internet. It also aims to simplify data synchronization between Internet devices and other computers. Note capitalization.

Products with Bluetooth technology must be qualified and pass interoperability testing by the Bluetooth Special Interest Group (SIG) prior to release. Bluetooth's founding members include Ericsson, IBM, Intel, Nokia, and Toshiba.

boldface type

In technical documentation, boldface the words used to refer to all GUI items, including menu titles, menu items, field names, figure numbers, and table numbers.

EXAMPLE

*From the **File** menu, choose **Open**.*

boot

A verb used to describe the act of a computer as it starts up.

BREW (Binary Runtime Environment for Wireless)

An application development standard developed by Qualcomm, and used to download and use wireless games and applications on mobile devices. BREW is fully integrated for operators, from billing systems to download, and is currently deployed by Verizon and several large operators in Asia.

bring up

In technical documentation, do not use when referring to something that is the result of an action performed, such as clicking **OK**. Use *displays* instead.

CORRECT: *The dialog displays.*

INCORRECT: *Bring up the dialog.*

browser

Can be used with or without *Web* preceding it.

bulleted list

Do not place any punctuation (periods, semi-colons) at the end of each item in a list of bullets unless there is a full sentence somewhere in the list. In this case, make each item in the list a complete sentence, ending each with a period. Each item in a bulleted list should start with a capital letter, regardless of whether or not it is a sentence.

NOTE: A bulleted list should never have more than three levels of indentation.

bullets vs. numbering

Only use a numbered list if you are writing steps in a technical documentation procedure. Use bulleted lists for all other list types.

C

callouts

Callouts are notes or warnings that alert the reader to important information. Callouts can be displayed in a column to the left of the main text column or in a note below the text, and provide tips on how to better use a feature of a software application, warnings about potentially dangerous actions, and general guidance to the user.

CAMEL (Customized Applications for Mobile networks Enhanced Logic)

A set of GSM standards designed to work on a GSM core network. They enable an operator to define services over and above standard GSM services. The CAMEL architecture is based on the Intelligent Network (IN) standards.

capitalization

Capitalize the first letter of all major words in a chapter or section title (called *initial capitalization*). Do not use initial capitalization in a bulleted list or a numbered list, but do capitalize the first word in bulleted list items. The following words are not capitalized (unless they are the first or last word in a title): *a, and, in, the, this, under, with*.

When creating an index, capitalize top-level index entries but not second-level index entries. Contrast *index*.

Department names are capitalized, but the word *department* is not.

CORRECT: *Sales department*

INCORRECT: *Sales Department*

captions

In technical documentation, always include the name of the dialog if the figure is being included as a screenshot. If you are using a description as the caption (because the dialog has no official name, for example) keep it short. Place captions below the screenshot (never above or off to the side).

carrier

Do not use. Use *operator* instead.

EXCEPTION: If a document is being distributed to a North American audience only, use *carrier*.

case-sensitive

Always hyphenate.

CDG (CDMA Development Group)

The CDMA Development Group is an international consortium of companies who have joined together to lead the adoption and evolution of CDMA wireless systems around the world.

CDMA (Code Division Multiple Access)

A digital standard developed and deployed by a U.S.-based company, Qualcomm. CDMA enables multiple frequencies to be used simultaneously (spread spectrum).

Unlike competing systems such as GSM, CDMA does not assign a specific frequency to each user. Instead, every channel uses the full available spectrum. Individual conversations are encoded with a pseudo-random digital sequence. CDMA consistently provides better capacity for voice and data communications than other commercial mobile technologies, enabling more subscribers to connect at any given time, and it is the common platform on which 3G technologies are built.

CDMA2000

CDMA2000 is a name identifying the third generation technology that is an evolutionary outgrowth of cdmaOne™, offering operators who have deployed a second generation cdmaOne system a seamless migration path that economically supports the upgrade to 3G features and services within existing spectrum allocations for both cellular and PCS operators.

CDMA2000 supports the second generation network aspect of all existing operators regardless of technology (cdmaOne, IS-136 TDMA, or GSM). This standard is also known by its ITU name, IMT-CDMA Multi-Carrier (1X/3X). Similar to, but incompatible with, *WCDMA*.

CDMA2000 1X

The first phase in the evolution to 3G is CDMA2000 1X (or 1 times [1x] 1.25 MHz operator), which improves packet data transmission capabilities and speeds in-network, and also boosts voice capacity by nearly two times over today's CDMA capacities, supporting data speeds of up to 144 Kpps. Also known as *1xRTT* or *CDMA 1xRTT*.

CDMA2000 1X EV (CDMA2000 High Rate Packet Data Air Interface Specification)

Represents the second step in the evolution of CDMA2000; will bring data rates of up to 2 Mbps to the network. The CDMA 1xEV specification was developed by the Third Generation Partnership Project 2 (3GPP2).

CDMA2000 1X EV-DO (1X Evolution-Data Only)

3GPP2, a global 3G standards organization, adopted a new air interface standard for wireless Internet called 1X EV-DO. 1X EV-DO, officially known as IS-856, embodies a new air interface technology specifically designed for packet data, and offers bandwidth efficiency for data traffic that is 3-4 times greater than current 3G standards, such as WCDMA or 1xRTT. 1X EV-DO achieves a peak data rate of 2.45 Mbps on the forward link (from the Base Station, BTS, to the user) using only 1.25 MHz of spectrum. The technology is ideal for high-speed mobile, as well as fixed wireless Internet services.

CDMA2000 1X EV-DV (CDMA2000 1X Evolution for Data and Voice)

This technology evolution provides integrated voice with simultaneous high-speed packet data, video, and video conferencing capabilities. 1xEV-DV is backward compatible with IS-95A/B and CDMA2000 1x, enabling an operator to evolve their CDMA2000 systems.

CDMA2000 3X

The second phase in the evolution of CDMA2000 3G technology, offering voice and data on a 5 MHz operator (or three times [3X] the 1.25 MHz operator).

cdmaOne

cdmaOne is a brand name, trademarked and reserved for the exclusive use of CDG (CDMA Development Group) member companies, that describes a complete wireless system that incorporates the IS-95 CDMA air interface, the ANSI-41 network standard for switch interconnection, and many other standards that make up a complete wireless system.

cdmaOne is a digital mobile phone standard based on the CDMA principle. For migration to third generation mobile telephony, cdmaOne networks can be upgraded to the CDMA2000 broadband standard. cdmaOne supports the following frequencies: Cellular and PCS bands: 800 MHz, 900 MHz, 1700 MHz, 1800 MHz, 1900 MHz, and all IMT-2000 bands (CDMA2000).

CD-ROM (Compact Disc-Read Only Memory)

Only use the acronym, and note hyphenation. It is never necessary to spell out the entire phrase.

cell phone

Do not use. Use *mobile phone* or *mobile device* instead.

Central America

Refers to Guatemala, Belize, Nicaragua, Honduras, El Salvador, Costa Rica, and Panama. Contrast *Americas*, *North America*, and *South America*.

checkbox

One word. In technical documentation, checkboxes are small squares in a GUI that enable the end-user to select multiple options. Contrast *radio buttons*, with which users may make only one selection.

checkmark

One word. In technical documentation, use *click* when you are referring to putting a checkmark in a checkbox.

choose

In technical documentation, use *choose* instead of *select* for menu items. Use *select* when choosing an option from a scrolling list or a pull-down list within a dialog.

CORRECT: *From the File menu, choose Open.*

INCORRECT: *From the File menu, select Open.*

click

In technical documentation, use when referring to the action where a user clicks an item to select it. In those instances, use "*click Send*" – do not use "*click on Send*" or "*click on the Send button*." Also use *click* when you are referring to putting a checkmark in a checkbox.

client/server

Describes the network architecture in which a powerful, central computer (server) accepts requests for resources and services from many individual computers (clients). *Client* refers not to the person using the computer, but to the computer itself.

close box

Lowercase, two words.

colon

Do not use a colon unless it is preceded by a complete sentence, or contains the phrase as *follows* or *the following*.

EXCEPTION: When you are introducing a technical writing procedure, use a colon.

CORRECT: *The writer's job includes the following duties:*

CORRECT: *The writer's job is as follows:*

INCORRECT: *The writer's job duties include: writing, desktop publishing, and editing.*

Do not capitalize the first word after a colon, unless you are introducing a technical documentation procedure on the next line. If a GUI item name contains a colon, omit it when referring to the name in text.

colors

All Mobile 365 templates contain pre-set document colors. Please do not add or change any colors in any document template. For the complete Mobile 365 color palette, please refer to the *Mobile 365 Brand Guide*.

comma

Place a comma after every item in a series before the "and."

CORRECT: *Corporate Marketing, Engineering, and Sales are some of the departments at Mobile 365.*

INCORRECT: *Corporate Marketing, Engineering and Sales are some of the departments at Mobile 365.*

In technical documentation, place a comma after any introductory phrase that is four words or longer. Use a comma after a shorter clause only if it makes the meaning clearer.

CORRECT: *From the File menu, choose Open.*

CORRECT: *For more information on configuring, see Chapter 3, Using MMS Exchange.*

command

In technical documentation, do not use *command* when describing an action.

CORRECT: *To place a copied item in a document, use Paste.*

INCORRECT: *To place a copied item in a document, use the Paste command.*

computer

Use instead of *machine*. Can also use *PC*.

Control-Alt-Delete

Note spelling and hyphenation.

copyright

A copyright statement shall be included in each Mobile 365 document at the time that such document is produced. Use the following copyright statement in the footer of all external Mobile 365 documents: © 2006 Mobile 365, Inc.

For more information on copyrights, please see page 40, "Trademarks, Copyrights, + Patents."

cross-network

Phrase used to describe the capability of Mobile 365 to deliver messages between previously incompatible operators, regardless of network type or geographical location. Can also use *cross-operator* and *inter-operator*.

EXCEPTION: If a document is being distributed only in North America, you can use *cross-carrier* or *inter-carrier*.

cross-operator

Phrase used to describe the capability of Mobile 365 to deliver messages between previously incompatible operators, regardless of network type or geographical location. Can also use *cross-network* and *inter-operator*.

EXCEPTION: If a document is being distributed only in North America, you can use *cross-carrier* or *inter-carrier*.

customers

Used to describe Mobile 365 clients. Do not use *subscribers* or *end-users*, as these apply to the people who buy and use mobile phones – they not direct customers of Mobile 365. Cross-reference *subscribers* and *end-users*.

D

dashes

Use an em dash (–), otherwise known as a *long dash*, when you need to use a dash in a sentence. Use no spaces before or after an em dash.

To create an em dash in Microsoft Word or PowerPoint, type the word prior to the em dash, do not include a space after the word, type two hyphens, and immediately type the next word in your string. Pressing the space bar then causes an em dash to be automatically created by Word or PowerPoint.

TYPE: *Sponsored by Mobile 365--the global leader in mobile messaging and data services.*

RESULT: *Sponsored by Mobile 365–the global leader in mobile messaging and data services.*

database

One word.

date format

Day, Month, Year (for example, *15 January, 2005, 15.01.05*, and so on).

demo

Use either *demo* or *demonstration*.

depress

In technical documentation, do not use. *Press* a key – do not use *hit* or *depress*.

desktop

One word.

device name

Two words.

dialog

Part of a graphical user interface (GUI) that displays on a computer screen and requests information from an end-user. A dialog *displays*, it does not *appear*. Do not use *dialog box* or *dialog window*.

direct connect

Do not use to refer to operators connecting directly to each other, as opposed to going through an intermediary such as Mobile 365. Use *bi-lateral connection*, or some derivative thereof. The phrase *direct connect* has been made popular in the U.S. mobile space by Sprint (together with Nextel), who uses it to refer to the push-to-talk walkie-talkie feature on their phones.

displays

In technical documents, a dialog or window *displays*, it does not *appear*.

DNS (Domain Name System)

The DNS is the system that translates Internet domain names into IP numbers (for example, 209.203.234.42). A DNS server performs this translation. The network of computers that constitute the Internet maps domain names to their corresponding IP numbers. The data is then made available to all computers and users on the Internet.

double-click

Always hyphenate.

download

The act of copying a document or application from a network or server to a personal computer.

drag-and-drop

Always hyphenate.

drop-down menu

Do not use. Use *pull-down menu* instead.

E**E.164**

The ITU standard recommendation that provides the telephone number structure and functionality for the three categories used for international public telecommunication. All telephone numbers can be called if a number is dialed of up to 15 digits, made up of a one to three digit country code (CC), followed by the subscriber number (SN). The first few digits of the subscriber number can be a so-called National Destination Code (NDC), which can identify the type of telephone number you are calling.

EAI (External Application InterFace)

A Nokia proprietary definition of the MMS MM7 functionality. Mobile 365's A2P MMS hub supports EAI, along with MM7.

ebusiness

Note lack of hyphenation and capitalization. Do not use *e-business*, *E-business*, *e Business*, or *Ebusiness* (unless it starts a sentence). Can also use *ecommerce*.

ecommerce

Note lack of hyphenation and capitalization. Do not use *e-commerce*, *E-commerce*, *e Commerce*, or *Ecommerce* (unless it starts a sentence). Contrast *mcommerce*. Can also use *ebusiness*.

EDGE (Enhanced Data rates for GSM Evolution)

A digital mobile phone technology that acts as a bolt-on enhancement to 2G and 2.5G (aka GPRS) networks. This technology is working in TDMA and GSM networks. EDGE (aka EGPRS or Extended GPRS) is a superset to GPRS, and can function on any network deploying GPRS (provided the operator implements the necessary upgrades). EDGE enables operators without a 3G license to compete with 3G networks by offering similar data services.

ellipsis points (...)

Do not use a space before an ellipsis point. Always use a space after an ellipsis point, unless it occurs at the end of a sentence. If an ellipsis ends a sentence, it should be followed by a period, with no space in between.

email

Do not hyphenate.

EMEA

Refers to Europe, the Middle East, and Africa.

end-user

Used to describe the clients of Mobile 365's customers. Always hyphenate. Can also use *subscribers*. Do not use *customers*, which refers to Mobile 365 customers.

enter

In technical documentation, do not use as a substitute for *type*.

CORRECT: *When prompted, type your password.*

INCORRECT: *When prompted, enter your password.*

ENUM (Electronic Numbering)

A standard adopted by the Internet Engineering Task Force (IETF) that uses the domain name system (DNS) to map E.164 telephone numbers to Web addresses or URLs.

extranet

A private network used to securely share part of a business' information or operations with suppliers, vendors, partners, customers, or other external businesses.

F**fax**

Note lack of capitalization.

filename

One word.

five 9s

The way to write how Mobile 365 describes the quality of service offered by our P2P interoperability network. Can also use *99.999% reliability*. Do not use *5 9s*, *5-9s*, *5 nines*, or any other combination of the two words.

NOTE: Only use this phrase when referring to our P2P network.

frame

Used in technical writing to describe the segments of a Web page. Each frame is built as a separate HTML file, and is embedded in a master file. Do not use *pane* or *window*.

CORRECT: *In the left-hand frame of the Website, click Open.*

INCORRECT: *In the left-hand pane of the Website, click Open.*

from

In technical documentation, use when referring to how to access something onscreen, such as a menu item. Do not use when referring to a toolbar. Use *on* instead.

CORRECT: *On the toolbar, click Create.*

CORRECT: *From the File menu, choose Open.*

INCORRECT: *From the toolbar, click Create.*

functionality

Use sparingly, if at all. Use *functions* or *features*.

G**GGSN (Gateway GPRS Support Node)**

One of the two main GPRS nodes that provides the interface between the radio network and IP network. Contrast *SGSN*.

gigabyte (GB)

A gigabyte is a measure of computer data storage capacity, and is roughly a billion bytes. A gigabyte is two to the 30th power, or 1,073,741,824 in decimal notation. The prefix, "giga" comes from a Greek word meaning "giant." Note the capitalization in the abbreviation.

glossary

In technical documentation, use letter-by-letter alphabetization in the glossary. See also *alphabetizing*.

GPRS (General Packet Radio System)

A radio technology for GSM networks that adds packet-switching protocols, shorter set-up time for ISP connections, and offers the possibility to charge by amount of data sent rather than connect time. GPRS provides for flexible transmission rates up to 20 or 30 Kbps (with a theoretical maximum of 171.2 Kbps), as well as continuous connection to the network.

Known as a 2.5 generation (or 2.5G) enhancement to GSM, GPRS was probably the most significant step towards 3G, requiring a similar business model and service and network architectures. GPRS began appearing in networks during 2000. MMS first launched on GPRS systems.

grayed-out

In technical documentation, use when referring to a feature that is not currently available. Always hyphenate. Can also use *inactive*.

GRX (GPRS Roaming eXchange)

The interconnecting network between GPRS networks carrying roaming data traffic. GRXs have also been promoted within the GSM Association as means for MMS interoperability (although not the best solution). They can be used for roaming inter-connection between 3G networks as well, as long as they have the bandwidth to support the heavier traffic.

GSM (Global System for Mobile communications)

One of the leading digital cellular systems, GSM is a digital standard introduced in 1991 and is the de-facto standard throughout Europe, the Middle East, Africa, Asia, and Canada. GSM is also deployed in the U.S. by multiple operators, including T-Mobile and Cingular. GSM uses narrowband TDMA (Time Division Multiple Access), which enables eight simultaneous calls on the same radio frequency.

GUI (Graphical User Interface)

A program interface that takes advantage of the computer's graphics capabilities to make the program easier to use. There is never a need to spell out the acronym. Can also use *UI*.

H

handheld

One word. Can also use *PDA*.

handset

One word. Another way to refer to a *mobile phone*, a *PDA*, or a *handheld device*. Can also use *mobile handset* or *mobile device*.

heading

To provide clarity in Microsoft Word documents, always include a short introductory paragraph following headings, subheadings, or sub-subheadings.

high-tech

Always hyphenate. Use as both a noun and an adjective.

higher

In technical documentation, do not use when referring to system software. Use *later*.

CORRECT: *MMS Exchange requires Windows 2000 or later.*

INCORRECT: *MMS Exchange requires Windows 2000 or higher.*

hit

Do not use. *Press* a key – do not use *hit* or *depress*.

HLR (Home Location Register)

The HLR is a key functional unit responsible for managing mobile subscribers on a mobile network. Two types of information reside in the HLR: all subscriber information (features, handset information and identifiers, and numbers), and part of the mobile information that enables incoming mobile calls to be routed to a subscriber.

homepage

One word. Do not capitalize.

hostname

One word.

hyphenation

Turn off paragraph hyphenation to eliminate awkwardly broken words at the end of lines. In addition, do not hyphenate words in titles or headings. To turn off paragraph hyphenation in Microsoft Word, choose **Paragraph** from the **Format** menu. Click the **Line and Page Breaks** tab, then click the **Don't hyphenate** checkbox.

**iDEN (integrated Digital Enhanced Network)**

Note unusual capitalization. iDEN is a mobile communications technology developed by Motorola that provides its users with the benefits of a trunked radio and a cellular telephone. iDEN places more users in a given spectral space, compared to analog cellular systems, by using TDMA. Six communication channels share a 25 kHz space; some competing technologies place only one channel in 12.5 kHz.

i.e.

Do not use. Use *that is* instead.

IM (Instant Messaging)

A popular use of the Internet in which connected people send messages in real-time by typing them into an application window on their computer screens. Each person sees what the other has typed, and can respond instantly. Popular instant messaging services are currently not cross-compatible, and include AOL, Yahoo, iChat, Trillian, and MSN.

IMS (IP Multimedia Systems)

An extension of the GSM/3GPP core network. IMS uses SIP (Session Initiation Protocol) to set up, maintain, and terminate packet-switched voice and multimedia sessions. IMS can use both the GERAN (GSM/EDGE RAN Radio Access Network) and the WCDMA UTRAN radio access networks.

in

Not capitalized in a title or heading – unless it is the first word.

inbox

One word, lowercase (similar to *mailbox*). Only capitalize when referring to a specific inbox, such as the *Outlook Inbox*.

inactive

In technical documentation, use when referring to a feature that is not currently available. Can also use *grayed-out*.

in conjunction/in conjunction with

Do not use. Use *with* instead.

index

In technical documents, indexes should have no more than two levels (primary and secondary). Primary level heads should be capitalized. Secondary level heads are lowercase, unless they are acronyms or proper names.

There should be no page numbers next to primary heads when there are secondary heads beneath it. References to other entries should have the words *see* and *see also* italicized. Use *see* when referring the reader to a completely different entry to get the information. Use *see also* when referring the reader to another entry to get additional information.

EXAMPLE

Mobile 365
 contacting, 3-10
 creating objects, 3-4 to 3-6
 See also contacting
 Mobile 365, Inc.

indexes

Plural of *index*.

indices

Do not use as the plural of index. Use *indexes* instead.

inhouse

One word, no hyphen.

CORRECT: *The newsletter is an inhouse production.*

INCORRECT: *The newsletter is an in house production.*

INCORRECT: *The newsletter is an in-house production.*

in order to

Avoid using. Use *to* instead.

inter-operator

Phrase used to describe the capability of Mobile 365 to deliver messages between previously incompatible operators, regardless of network type or geographical location. Can also use *cross-operator* or *cross-network*.

EXCEPTION: If a document is being distributed only in North America, you can use *cross-carrier* or *inter-carrier*.

internet

A network of connected networks. A generic term, often preceded by *an*, which distinguishes it from *the Internet*, which is always capitalized.

Internet

Always capitalize when referring to the worldwide network (*the Internet*).

intranet

Not capitalized unless it is part of a proper name (*"Look it up on the Planet 365 Intranet."*).

ITU (International Telecommunication Union)

An international organization based in Geneva, Switzerland, that is sanctioned and organized by the United Nations. The ITU focuses on telecommunications and is divided into three sectors dealing with radio communications, standardization, and development.

Many of the global telecommunications standards that are used and relied on today are from the ITU or are derived from its work. For example, the standards document called E.164 is the standard that describes the structure of a telephone number anywhere in the world.

J**J2ME (Java 2 - Micro Edition)**

An application development standard developed by Sun used to download and use wireless games and applications on mobile devices. Currently deployed by all GSM operators.

Java

A multiplatform, object-oriented language developed by Sun for use over distributed networks, such as the Internet.

JavaScript

Note capitalization. A scripting language designed to run inside Web pages. Other scripting languages include: PERL, CGI, ASP, PHP, ColdFusion, and JPS.

justification of text

All written text – in all Mobile 365 documents, both internal and external – should be left justified (ragged right edge).

K**keys/key combinations**

In technical documentation, do not boldface the names of keyboard keys or key combinations. Instead, capitalize the first letter of every word in the key name or key combination. For key combinations, use a hyphen to indicate that the keys are pressed simultaneously. Use a space to indicate that the keys are pressed in sequence.

EXAMPLES

Press Enter.

To take a screenshot, press Ctrl-Print Screen.

Press Esc N.

kilobyte (KB)

As a measure of computer memory or storage, a kilobyte is approximately a thousand bytes (actually, two to the tenth power, or decimal 1,024 bytes). Note the capitalization in the abbreviation.

L**Latin America**

Refers to Mexico, Central America, and South America. Contrast *Americas*, *Central America*, *North America*, and *South America*.

launch

Used to describe the act of starting an application.

list box

Do not use. Use *scrolling list* instead.

lists

Use a comma before the last item in a series of items, before the "and." In bulleted lists, use no punctuation unless each item in the list is a complete sentence. In that case, make each into a sentence and use a period at the end of each. Do not use initial capital letters in list items, but do capitalize the first word in each item in a bulleted list (even if it isn't a complete sentence).

CORRECT: *Black, green, and white are the Mobile 365 colors.*

INCORRECT: *Black, green and white are the Mobile 365 colors.*

login

Use only as an adjective to describe the a login name.

EXAMPLE

Log in using your login name.

To access the system, type your login name.

log off

Do not use. Use *log out* instead.

log in

Two words, no hyphen.

EXCEPTION: When a GUI item is specifically named **Login**, or when you are using it as an adjective ("*To access the sysme, type your login name.*").

log on

Do not use. Use *log in* instead.

log out

Two words, no hyphen.

longcode

One word. Refers to regular-length phone numbers sometimes used in place of a shortcode. Do not use *long code* or *long-code*. Longcodes are not often used in the U.S. Contrast *shortcode*.

lower

In technical documentation, do not use when referring to system software. Use *earlier* instead.

CORRECT: *MMS Exchange does not work with versions earlier than Windows 2000.*

INCORRECT: *MMS Exchange does not work with versions lower than Windows 2000.*

M**machine**

Do not use when referring to a computer. Use *computer* or *PC* instead.

EXCEPTION: When you are writing about a computer that is running the Unix system, use *Unix machine*.

mcommerce

Note lack of hyphenation and capitalization. Do not use *m-commerce*, *M-commerce*, or *Mcommerce*. Contrast *ecommerce*.

megabyte (MB)

As a measure of computer processor storage and real and virtual memory, a megabyte is two to the 20th power bytes, or 1,048,576 bytes in decimal notation. Note the capitalization in the abbreviation.

menubar

One word. Used to refer to a list of menu items, usually located at the top of an application window.

menu

A menu is located at the top of an application window, and is used as a means of choosing one action from a list of many actions. In technical documentation, use the following format when writing about a menu item:

CORRECT: *From the File menu, choose Open.*

INCORRECT: *Choose Open from the File menu.*

MM

Multimedia message.

MM1

Defines the interface between the MMSC and the user agent or handset. MM1 is used to submit multimedia messages from the MMS handset to the MMSC, to enable the MMS handset to pull multimedia messages from the MMSC, to let the MMSC push information about multimedia messages to the MMS handset as part of a multimedia message notification, and to exchange delivery reports between MMS Relay/Server and MMS handsets.

MM3

Defines the interface between the MMSC and existing legacy communication services, such as SMS, paging, and email networks commonly in use by operators today. SMS and paging networks interconnect through existing protocols such as SMPP, CIMD, etc. Email networks are expected to interconnect using SMTP.

MM4

Used for person-to-person (P2P) MMS messaging. MM4 is a standardized multimedia messaging interface that defines the protocol between two MMSCs (or an operator's MMS infrastructure). This is specifically defined in the 3GPP document 23.140. MM4 is built on top of the Simple Mail Transport Protocol (SMTP). Mobile 365's MMS Exchange product uses MM4 to communicate with connected operators' MMSC environments.

MM5

Defines the interface between the MMSC and the Home Location Register (HLR). The MM5 specification contemplates using ENUM- and IMSI-based address resolution for global translation between MSISDN and SMTP addresses.

MM7

The protocol used for application-to-person (A2P) MMS messaging. MM7 is a standardized multimedia messaging interface that defines the protocol between an MMSC and a third-party application. MM7 uses SOAP (Simple Object Access Protocol) as its defined protocol. Mobile 365's A2P MMS hub supports MM7, in addition to EAIIF.

MMS (Multimedia Messaging Service)

The transmission of messages that can include text, images, sounds, video, and graphics, and which are sent to and from a mobile device. Also called *picture messaging*.

MMSC (Multimedia Messaging Service Center)

The computer(s) within a wireless service provider's network that provides the routing of all MMS or multimedia messages. Similar to an email server, the MMSC handles large volumes of messages sent between two mobile phones, a mobile phone and a software application, or to other MMSCs through an intermediary – such as Mobile 365. Contrast *SMSC*.

MO (Mobile Originated)

Be it SMS or MMS, MO refers to a message you send from your mobile device. See also *MT*.

Mobile 365, Inc.

At the first mention of the company name (and wherever else it serves as clarification), this is the way it should be written. Always use a space between *Mobile* and *365*. Never use it as one word.

NOTE: Do not use *M365* as a short version of the company name. Always spell out the entire company name.

mobile devices

Use when discussing mobile devices (phones, PDAs, pagers, and so on) as a grouping. Can also use *wireless devices*.

mobile phone

Use instead of *cell phone*. May also use *handset* and *mobile device*, where appropriate.

MT (Mobile Terminated)

Be it SMS or MMS, MT refers to a message you receive on your mobile device. See also *MO*.

N**newer**

In technical documentation, do not use when referring to system software. Use *later* instead.

CORRECT: *MMS Exchange requires Windows 2000 or later.*

INCORRECT: *MMS Exchange requires Windows 2000 or newer.*

North America

Refers to the United States, Canada, Mexico, and the Caribbean. Contrast *Americas*, *Central America*, *Latin America*, and *South America*.

number portability

Describes the capability of individuals, businesses, and organizations to retain their existing telephone number(s) – and the same quality of service – when switching to a new local service provider. Can also use *Wireless Number Portability* or *WNP*.

numbering vs. bullets

Only use a numbered list if you are writing steps in a technical writing procedure. Use bulleted lists in all other instances.

numbering

In technical documentation with multiple chapters, figures and tables should be numbered consecutively within each chapter. For example, Table 3.5 is the fifth table in Chapter 3. The initial reference to a figure or table should come before the figure or table. Any lengthy description should follow in the form of a note or paragraph.

When writing a document with no distinct chapters, number figures sequentially (1, 2, 3, 4, and so on).

numbers

Spell out numbers from one to ten (unless they are used in direct reference to computer technology). Use numerals for the number 11 and higher.

EXAMPLE

The manual contains 200 pages, has 27 chapters, and weighs three pounds.

O**offline**

One word, no hyphen. Compare *online*.

older

Do not use when referring to system software. Use *earlier* instead.

CORRECT: *MMS Exchange does not work with versions earlier than Windows 2000.*

INCORRECT: *MMS Exchange does not work with versions older than Windows 2000.*

OMA (Open Mobile Alliance)

An organization with broad wireless industry participation that seeks to establish standards that foster interoperability between mobile devices and services. Includes the WAP Forum, Wireless Village, Location Interoperability Forum, SyncML Forum, and several others.

on

In technical documentation, use when referring to a button on a toolbar. Do not use *from*.

CORRECT: *On the toolbar, click Create.*

INCORRECT: *From the toolbar, click Create.*

online

One word, no hyphen. Compare *offline*.

online help

Note lack of hyphenation and capitalization. Capitalize only when referring to a specifically named help system, such as *Content Manager Online Help*.

onscreen

One word. Refers to what is on a computer's monitor.

operator

Use when referring to all international mobile service providers. Do not use *carrier*.

EXCEPTION: If a document is being distributed only in North America, you can use *carrier*.

Operator Charging Gateway (OCG)

Always spell out the first reference in any document, and use the acronym from that point forward. The OCG is a mediation billing platform that enables mobile content providers to charge subscribers from any connected mobile network – directly to their mobile phone bill.

opt-in

Note hyphenation. Used to describe a mobile user who has opted to receive SMS or MMS messages to be sent to his or her mobile device.

opt-out

Note hyphenation. Used to describe a mobile user who has opted not to receive SMS or MMS messages to be sent to his or her mobile device.

OR

In technical documentation procedures, if there are two different options the end-user can take to accomplish a step, separate them onto different lines with an **OR**.

EXAMPLE

1. *To create a new object, click Create.*

OR

From the Action menu, choose Create.

P

P2P (Person-to-Person messaging)

Defines a type of messaging (either text or multimedia) that is transmitted between two (or more) people or mobile handsets. Contrast *A2P*.

patents

Mobile 365 maintains an active patent program to protect both new and inventive technologies, products, and services.

For more information on patents, please see page 40, "*Trademarks, Copyrights, + Patents.*"

passive voice

Do not use. Use active voice instead.

CORRECT: *The dialog displays.*

INCORRECT: *The dialog will display.*

PLMN (Public Land Mobile Network)

A mobile telephone company's network.

pane

In technical documentation, do not use to describe a portion of a Web page. Use *frame* instead.

PC (Personal Computer)

Use acronym instead of *machine*. Can also use *computer*. There is never a need to spell out the words.

PDA (Personal Digital Assistant)

A portable computing device capable of transmitting data. Use *PDA* for all references; there is rarely a need to spell out the acronym. Can also use *handheld* or *mobile device*.

peer-to-peer

Do not use to refer to mobile person-to-person messaging. Use *P2P* instead.

phone numbers

Global office phone numbers are written with variations in spacing. There is no standard – it changes country to country, and phone company to phone company. Use spaces to separate groupings of numbers. Do not use periods or dashes.

Following are current Mobile 365 global office phone numbers, including country codes:

Headquarters (Washington, D.C.): +1 703 961 8300

China (Beijing): +86 10 5869 3480

China (Guangzhou): +86 20 3879 1465/2887

China (Shanghai): +86 21 6207 6580/6581

Australia (Sydney): +61 2 9251 8733

France (Paris): +33 1 53 05 29 00

Germany (Hamburg): +49 40 271 656 0

List continued on next page

Hong Kong: +852 2251 8686
India (New Delhi): +91 124 4115264
Italy (Milan): +39 02 584 421 10
Malaysia (Kuala Lumpur): +60 3 6203 2713/2715
Mexico (Mexico City): +52 55 5343 8861
Singapore: +65 6836 4430
South Africa (Johannesburg): +27 11 467 6981
Spain (Madrid): +34 91 310 0675
Taiwan (Taipei): +886 2 2718 2191
United Kingdom (London): +44 207 357 9044
United States (Los Angeles): +1 310 927 9554
United States (New York): +1 212 873 2131
United States (San Francisco): +1 650 638 4150
United States (Seattle): +1 206 780 9990

Planet 365

The Mobile 365 intranet, accessible at <https://planet365.mobile365.com>. Planet 365 offers a wide variety of corporate documents and information, including templates, sales and marketing collateral, employee contact information, industry polls, messages from specific departments, pictures from Mobile 365 events, and so on. Also known as *The Planet* in Mobile 365 slang.

plurals

When making acronyms plural, add an *s* with no apostrophe (unless it is possessive).

CORRECT: *The APIs were finished and ready for release.*

INCORRECT: *The API's were finished and ready for release.*

pm

Refers to the afternoon and evening hours of the day, from noon to 11:59 pm. Always use in lowercase, with no periods after the letters. Do not use the forms *P.M.*, *PM*, or *p.m.*

pop-up menu

Do not use. Use *pull-down menu* instead.

possessives

Avoid using the possessive form of product names, if possible.

CORRECT: *The MMS Exchange reporting feature...*

INCORRECT: *MMS Exchange's reporting feature...*

press

In technical documentation, use *press* to describe what you do to a key on a keyboard – do not use *hit* or *depress*.

procedures

In technical documentation, procedures are step-by-step instructions used to guide a user on how to complete a step or series of steps that result in an action.

When creating procedures, never separate a procedure from its result by including graphics, notes, or page breaks between the step and its result. Number all steps in a procedure, even if there is only one step. Every procedure should end with a result.

product names

Product names are written in plain text. They are not bolded or italicized. Avoid using possessive forms of product names, if possible.

CORRECT: *The reporting feature in MMS Exchange...*

INCORRECT: *MMS Exchange's reporting feature...*

Do not break a line in the middle of a product name or company name. For example, *Mobile* and *365* should always be kept on the same line. If the *365* breaks to the next line, manually force the word *Mobile* down a line so they stay together. Also refer to *proper names*.

program

Do not use to describe a software application. Use *application* or *product*. A *program* refers to an A2P mobile service conducted on behalf of a client.

proper names

Keep proper names together on the same line. If a proper name, such as *Mobile 365*, gets separated by the end of a line, manually force the word *Mobile* to the next line to keep the words together.

PSMS (Premium SMS)

SMS with a commerce variable that enables one to charge premium rates to a dedicated recipient.

PSTN (Public Switched Telephone Network)

The complete set of global, voice-oriented public telephone networks. Often referred to as the Plain Old Telephone Service (POTS), the PSTN is a vast aggregation of circuit switching telephone networks that spans the globe.

pull SMS

The ability to request services (e.g. ringtones or games) from a wireless handset via wireless Internet. The requested service is sent back to the handset via SMS. Contrast *push SMS*.

pull-down menu

Always hyphenate. Do not use *pull-down* or *pull down*. This type of menu has a down arrow to its right to indicate additional choices. Do not use *drop-down menu* or *pop-up menu*.

punctuation

Use only one space after periods, commas, hyphens, semi-colons, and colons. Use no spaces before or after an em dash. Use no spaces before and after slash marks.

Don't use periods at the end of bulleted list items unless every item in the list is a complete sentence. In this case, each item in the list should be made into a complete sentence, and should have a period. Never use semi-colons at the end of items in a bulleted list, and don't use them to replace the function of commas in a series list.

push SMS

The ability to request services (e.g. ringtones or games) from a wireless handset via sending a preset SMS code to a predetermined number. The requested service is sent back to the handset via SMS. Contrast *pull SMS*.

Q**quotation marks**

Please use "smart quotes" for quotation marks (also referred to as *curly quotes* or *typographer's quotes*). Smart quotes are generally considered to be more readable than straight quotes.

To turn on smart quotes in Microsoft Word, go to the **Tools** menu, choose **AutoCorrect Options**, and then click the **AutoFormat As You Type** tab. In the **Replace as you type** section, click the "Straight quotes" with "smart quotes" checkbox. Click **OK**.

When quoting within a quote, use a single quote.

CORRECT: "She said, 'Hurry up, I need the manual soon.'"

INCORRECT: "She said, "Hurry up, I need the manual soon.'"

R**radio buttons**

In technical documentation, radio buttons are small, round buttons in a GUI that enable the end-user to select between options (they cannot pick more than one). Contrast *checkboxes*, with which users may make multiple selections.

RAN (Radio Access Network)

The portion of a mobile network that handles subscriber access, including radio base stations and concentration nodes.

real-time

Always hyphenate.

registered trademark

Include the following statement at the back of your document to mention all registered trademarks, trademarks, trade names, and service marks:

Mobile 365 maintains an active and comprehensive Intellectual Property program, including issued patents and pending patent applications, to protect key elements of Mobile 365 technology. Third-party names, products, and marks mentioned herein describe and refer to such third parties and their respective products and/or their respective owners. Mobile 365 makes no claim thereto, and uses such names and/or marks only to describe third parties and their respective products and/or services. Such use is not an endorsement or sponsorship by such third parties of Mobile 365-provided products and/or services.

For more information on trademarks, please see page 40, "Trademarks, Copyrights, + Patents."

result

In technical documentation, a result states the outcome achieved by following a step-by-step instructional procedure. Never separate a result from its procedure. A result should always be preceded by a checkmark, indicating the result of an action performed by the user.

EXAMPLE

1. From the **File** menu, choose **Open**.

✓ The **Open** dialog displays.

ringtone

One word. A ringtone is a sound, usually customizable, that a mobile phone makes when receiving an incoming phone call. Ringtones were originally conceived to provide a method of identifying one's mobile phone in the company of other mobile phones. Today's mobile phones can store and utilize ringtones that are actual music clips, real-life sounds, or synthesized sounds.

S**screen**

In the mobile space, this refers to a phone's screen.

In technical writing, this refers to a computer's monitor, upon which information, programs, and GUIs display. Also refers to a screen that displays in an HTML-based application. Do not use *page* to describe this screen.

EXAMPLE

*User details display in the **User Management** screen.*

screenshot

One word. Use the real name of a screenshot as the caption the first time the screen displays (such as *The Object Creation Window*). After that, the captions can be more descriptive, such as *Creating a New Object*.

In technical documentation, do not refer to a screenshot that is more than two pages away from the reference – repeat the screenshot instead.

scrolling list

Use instead of *list box*.

second person

When writing, use whenever possible. Do not use the third person.

CORRECT: *Click **OK**.*

INCORRECT: *The user should click **OK**.*

select

Do not use when referring to menu items. Use *choose* instead. Use *select* when choosing an option from a list with a dialog.

CORRECT: *From the **File** menu, choose **Open**.*

INCORRECT: *From the **File** menu, select **Open**.*

semi-colon

Use a semi-colon to separate clauses when there is no *and* in between.

EXAMPLE

The OCG is Mobile 365's most important product release to date; it will help lead the company to the forefront of the mobile billing space.

Also use semi-colons to separate items in a series when there is already a comma in one or more of the items.

EXAMPLE

Mobile 365's best-selling attributes are network reliability, which attracts operators; global reach; our presence in many countries; and our vast experience.

Do not place a semi-colon after each item in a bulleted list, and do not use them to replace the function of commas in a series list.

CORRECT: *The Mobile 365 colors are black, green, and white.*

INCORRECT: *The Mobile 365 colors are black; green; and white.*

SGSN (Serving GPRS Support Node)

The SGSN handles the data traffic of users in a geographical service area, and is one of the two types of nodes implemented in a GPRS environment. Contrast *GGSN*.

shortcode

One word. Refers to truncated phone numbers that can be leased from operator networks and used in a mobile marketing campaign (for example, "To vote for your favorite singer, text the singer's name to 99999!"). Do not use *short code* or *short-code*. Contrast *longcode*.

SIP (Session Initiation Protocol)

A core protocol in IP multimedia systems (both wireless and fixed networks). The primary purpose of SIP is to set up a call or communication between two entities – such as handsets or applications used – to send/receive messages that support voice, audio, images, and video.

SMPP (Short Message Peer-to-Peer)

An IP-based protocol used to transmit SMS messages between application servers and SMSCs, or between two SMSCs. Mobile 365 uses SMPP for most of its P2P interoperability services.

SMPP was first a proprietary protocol, defined by Logica-Aldiscon (now LogicaCMG); it is now maintained by the SMS Forum.

SMS (Short Message Service)

The transmission of short text messages to and from a mobile device. Messages must be no longer than 160 alphanumeric characters, and can contain no images or graphics.

SMSC (Short Message Service Center)

The computer(s) within a wireless service provider's network that provides the routing of all SMS or text messages. Much like an email server, the SMSC handles large volumes of messages sent between two mobile phones, or between a mobile phone and a software application.

Contrast *MMSC*.

SOAP (Simple Object Access Protocol)

An XML-based language used for exchanging data between Internet applications on different computers.

South America

Refers to Brazil, Argentina, Chile, Colombia, Ecuador, Venezuela, Uruguay, Paraguay, Bolivia, Peru, Guyana, Suriname, and French Guiana. Contrast *Americas*, *Latin America*, *Central America*, and *North America*.

SS7 (ITU common channel Signaling System 7)

A set of low-level protocols used to control activities in telecommunications networks. SS7 is used in both fixed and mobile networks, and is the basis for GSM, CDMA, and TDMA mobile networks. In some European countries, specifically the United Kingdom, it is sometimes referred to as C7.

startup

One word. A company born in a garage, according to ancient Silicon Valley lore.

subheading

One word, no hyphen. To provide clarity in Microsoft Word documents, always include a short introductory paragraph following headings, subheadings, or sub-subheadings.

subscribers

Describes the clients of Mobile 365 customers, the people who buy and use mobile devices. Can also use *end-users*.

subscription

A product or service initiated by a subscriber to receive content on an ongoing basis, typically with periodic premium billing events. It is not a one-time usage service.

sub-subheading

Note hyphenation. To provide clarity in Microsoft Word documents, always include a short introductory paragraph following headings, subheadings, or sub-subheadings.

T**tables**

In technical documentation, tables are numbered consecutively within each chapter. For example, Table 3.5 is the fifth table in Chapter 3. The initial reference to a table should come before the table. When writing a document with no distinct chapters, number tables sequentially (1, 2, 3, 4, and so on).

Any lengthy description of a table should follow in the form of a callout or paragraph. Put a double line, not a thick single line, under a heading row.

TDMA (Time Division Multiple Access)

A digital wireless telephony transmission technique that allocates each user a different time slot on a given frequency. GSM and other wireless transmission techniques use TDMA in one form or another. TDMA has also been called *D-AMPS*. TDMA networks are operated in the U.S., Latin America, New Zealand, parts of Russia, and Asia-Pacific. Most are slowly being overlaid, however, and will ultimately be replaced by GSM (and occasionally CDMA).

terabyte (TB)

A terabyte is a measure of computer storage capacity, and is two to the 40th power or approximately a thousand billion bytes (that is, a thousand gigabytes). Note the capitalization in the abbreviation.

text justification

All written text – in all Mobile 365 documents, both internal and external – should be left justified (ragged right edge).

that

Use in essential clauses not set off by commas. Use *which* only in unessential clauses set off by commas.

EXAMPLES

The exam that was five pages long proved much less difficult than I expected.

[The five-page exam was less difficult than any other exam.]

The exam, which was five pages long, proved to be far less difficult than I expected.

[The exam, which happened to be five pages, was much less difficult.]

the

Not capitalized in a title or heading – unless it is the first word.

third-party/third party

Hyphenate when used as an adjective. Use without a hyphen when used as a noun.

EXAMPLE

Third-party names, products, and marks mentioned herein describe and refer to a third party and their respective products.

third person

When writing, do not use. Use the second person instead.

CORRECT: *Click OK.*

INCORRECT: *The user should click OK.*

this

Not capitalized in a title or heading – unless it is the first word.

toolbar

One word. A strip of buttons providing shortcuts to the functions of a software application.

TPOA (TP Originating Address)

A parameter of the GSM MAP protocol definition for SMS. The originating address can be expressed as both a number and an alphanumeric string. In many A2P ecosystems, the TPOA may be expressly set so subscribers can see an easily identifiable originator, rather than an obscure phone number.

trademarks

Include the following statement at the back of your document to mention all registered trademarks, trademarks, trade names, and service marks:

Mobile 365 maintains an active and comprehensive Intellectual Property program, including issued patents and pending patent applications, to protect key elements of Mobile 365 technology. Third-party names, products, and marks mentioned herein describe and refer to such third parties and their respective products and/or their respective owners. Mobile 365 makes no claim thereto, and uses such names and/or marks only to describe third parties and their respective products and/or services. Such use is not an endorsement or sponsorship by such third parties of Mobile 365-provided products and/or services.

When writing the company name for the first time in a document, write it as follows: *Mobile 365, IncTM* (including the trademark symbol). Subsequent references can be simply *Mobile 365*.

For more information on trademarks, please see page 40, "Trademarks, Copyrights, + Patents."

type

Use when referring to typing information using the keyboard. Do not use *type in* or *enter*.

CORRECT: *When prompted, type your password.*

INCORRECT: *When prompted, type in your password.*

INCORRECT: *When prompted, enter your password.*

U**UI (User Interface)**

A program interface that takes advantage of the computer's graphics capabilities to make the program easier to use. There is never a need to spell out the acronym. Can also use *GUI*.

UMTS (Universal Mobile Telecommunication System)

The standard for the third generation, generally based on WCDMA (Wideband Code Division Multiple Access). UMTS launched in 2002. UMTS is standardized by the 3GPP, and represents the European answer to the ITU IMT-2000 requirements for 3G cellular radio systems.

Unix®

Unix is a registered trademark, and is also an adjective. When writing about a computer running the Unix system, refer to it as a *Unix machine*.

URL (Uniform Resource Locator)

The address of a Web page or an FTP site. It is never necessary to spell out the acronym.

user ID

Two words, capitalized *ID*.

username

One word.

V**version numbers** (in filenames)

When naming a file, always use the following format: *documentname_V1_15March2006.xxx*

NOTE: Always put a document version number in both the document footer and the document filename.

W**wallpaper**

A picture or image on the background of your mobile device.

NOTE: Use *wallpaper* as one word, with no hyphen or space. Do not add an *s* to make it plural.

WAP (Wireless Application Protocol)

The worldwide standard for accessing the Internet via wireless devices. WAP defines the structure and semantics of the Wireless Markup Language (WML). WAP was conceived by four companies: Ericsson, Motorola, Nokia, and Unwired Planet (then called Phone.com, now part of Openwave). WAP was originally maintained by the WAP Forum, which was rolled up into the OMA (Open Mobile Alliance) consortium.

WCDMA (Wideband Code Division Multiple Access)

A wideband spread-spectrum 3G mobile telecommunication air interface that utilizes code division multiple access (or CDMA, the general multiplexing scheme – not to be confused with CDMA, the standard). WCDMA is a 3G mobile communications standard allied with GSM. WCDMA is the technology behind UMTS.

Web

Always capitalize.

Website

One word, no spaces. Always capitalize the *W*.

which

Use only in unessential clauses set off by commas. Use *that* in essential clauses (not set off by commas).

EXAMPLES

The exam, which was five pages long, proved to be far less difficult than I expected.

[The exam, which happened to be five pages, was much less difficult.]

The exam that was five pages long proved much less difficult than I expected.

[The five-page exam was less difficult than any other exam.]

Wi-Fi (Wireless Fidelity)

A trademark of The Wi-Fi Alliance. The Wi-Fi Alliance (formerly WECA) is the global Wi-Fi organization that created the Wi-Fi brand. A nonprofit organization, the Alliance was formed in 1999 to certify interoperability of IEEE 802.11 products and to promote them as the global, wireless LAN standard across all market segments. The Wi-Fi Alliance has instituted a test suite that defines how member products are tested to certify that they are interoperable with other Wi-Fi certified products.

WiMax (Worldwide Interoperability for Microwave Access forum)

WiMax is the interoperability brand behind the IEEE 802.16 specification for Metropolitan Area Network standards. WiMax is based on Wi-Fi in relation to IEEE specification 802.11.

window

In technical documentation, a window displays when you double-click an icon, and it has a close box. A window has options to click, select, or set. A window *displays*, it does not *appear*.

NOTE: Do not use *window* when discussing part of an HTML page; use *frame* instead.

wireless

One word. Can also use *mobile*.

wireless devices

Use when discussing wireless devices (phones, PDAs, pagers, and so on) as a grouping. Also use *mobile devices*.

Wireless Number Portability (WNP)

Describes the capability of individuals, businesses, and organizations to retain their existing telephone number(s) – and the same quality of service – when switching to a new local service provider. Can also use *number portability*.

with

Not capitalized in a title or heading – unless it is the first word.

WLAN (Wireless Local Area Network)

Usually operating as a Wi-Fi network.

worldwide

Note lack of hyphenation.

CORRECT: *Mobile 365 has a worldwide network of resellers.*

INCORRECT: *Mobile 365 has a world-wide network of resellers.*

World Wide Web (WWW)

Note lack of hyphenation in the spelled-out word. There is rarely a need to use the acronym. The Mobile 365 URL is written as follows: *www.mobile365.com*.

Y

you want to

In technical documentation, do not use this phrase. Leave it in only if it clarifies meaning.

CORRECT: *From the **File Type** menu, choose a format in which to save the page.*

CORRECT: *From the **File Type** menu, choose a format in which you want to save the page.*

your

In technical documentation, use *your* only if what you are referring to is part of the user's system. Use the generic *the* if it is not part of the user's system.

EXAMPLES

*Open the **Extensions** folder.*

*Open your **Extensions** folder.*

Document Templates: Visit the Planet!

Mobile 365 has numerous document templates, depending on your needs. All templates are available on Planet 365, which is located at <https://planet365.mobile365.com>.

Available templates include:

- A Word template that can be used to create reports, white papers, technical documents, and general documents
- A PowerPoint template for presentations
- U.S. and A4 versions of our corporate letterhead
- Fax cover sheets



On Planet 365

[Documents > Templates](#)

What Document Type Do I Need?

Should your document take the form of a fax, a PowerPoint presentation, a Word document, or an email? The following guidelines may help you decide which format your outgoing communication should take. The document templates available on Planet 365 include the correct corporate fonts, styles, title page design, table of contents design, and so on. Downloadable (soft) copies are located in the Documents/Templates section of Planet 365.

Letters

Letters are primarily used as a means of formal external communication with customers, shareholders, partners, and the like. Letters should be printed on official Mobile 365 letterhead; each office has printed letterhead featuring their address information. You can also use one of several online templates located on Planet 365; there are both U.S. and A4 versions available.

NOTE: None of the online templates contains specific office information. Please add this information yourself.

White Papers, Technical Documents, Reports, etc.

The Word template can be used to create a wide variety of documents, ranging from white papers to technical documents to general documents. The Word template is updated regularly; please use the template to build each new document you produce. Do not use old templates, as they will not contain the most recent changes to the company boilerplate information and updated styles.

PowerPoint presentations

PowerPoint presentations are used as visual guides for public speaking, and can be used for sales pitches, speaking opportunities, and the like. Every formatting style needed to create an effective PowerPoint presentation exists in the template. Please do not change any elements of the template, including font type, font size, artwork, and location of logos.

NOTE: Always use the current template, available on Planet 365, to build each new presentation, as items in the template change regularly.

For details on using the Mobile 365 PowerPoint template – and for guidance on the layout of technical documents – please refer to the *Mobile 365 Brand Guide*.

Technical Documents

Mobile 365 produces several types of technical documents. Most have a dual life as both client-facing documents and as documents intended for internal use. These documents can include proposals, wizard documents, technical qualifications documents, requirements documents, training guides, and technical specifications.

NOTE: End-user documentation, created for use by our customers, is managed by the Technical Documentation branch of the Corporate Marketing department. For more information, please send email to Greg Matranga at greg.matranga@mobile365.com.

Formatting: Boldface vs. Italics vs. Underline

Always use formatting sparingly in professional communications.

- *Italics* are typically used to refer to a formal publication or to cross-reference another document or section of a document.
- **Boldface** is commonly used when referring to named items in a GUI, such as field names or menu items (for example: "From the **File** menu, choose **Open**.").
- Underlined text is difficult to read (especially when faxed). Avoid using it.

Graphics in Microsoft Word + PowerPoint

To import a graphic into a Word or PowerPoint document, go to the **Insert** menu, and choose **Picture/From File...** Navigate to the graphic you want to include, highlight it, and click **Insert**.

To take a screenshot of your active (frontmost) window and paste it into a Word or PowerPoint document, press the *Alt-Print Screen* keys on your keyboard. Paste the screenshot into your document using the **Paste** command under the **File** menu (or by right-clicking and choosing **Paste** from the pop-up menu).

How to Build a Table of Contents in Word

Once you have constructed your document, you need to build your table of contents (using the preset styles in the Microsoft Word template).

To create a table of contents in Word:

1. From the **Insert** menu, choose **Reference/Index and Tables...**
2. Click the **Table of Contents** tab.
3. Click the **Show Page Number** and **Right Align Page Numbers** checkboxes.
4. From the **Tab Leader** pull-down menu, choose the solid line.
5. From the **Formats** pull-down list, choose **Formal**.
6. In the **Show Levels** field, choose **3**.
7. Click **OK**.

✓ Your table of contents automatically reformats.

NOTE: If you make any changes to the document, you need to update your table of contents. This can be done by highlighting the table of contents, right-clicking, and choosing **Update Field**. Then click the **Update entire table** radio button, and click **OK**.

Email Style Guidelines

This section discusses email styles, and it guides you on how to develop an email signature that adheres to the Mobile 365 style. There are two email signature styles from which to choose, both of which are shown below.

Writing Style

Remember that all external email is considered official contact with customers and potential clients. As such, always craft email messages using a formal tone, and please proofread and spellcheck all email messages before sending.

Font and Font Size

The recommended font and size is Verdana, 10 point.

Signature Style

Please create your signature in the following format:

First and last name (in bold)

Title

Mobile 365 (the whole line is bold, and "365" is in Mobile 365 green)

<local office address, if desired>

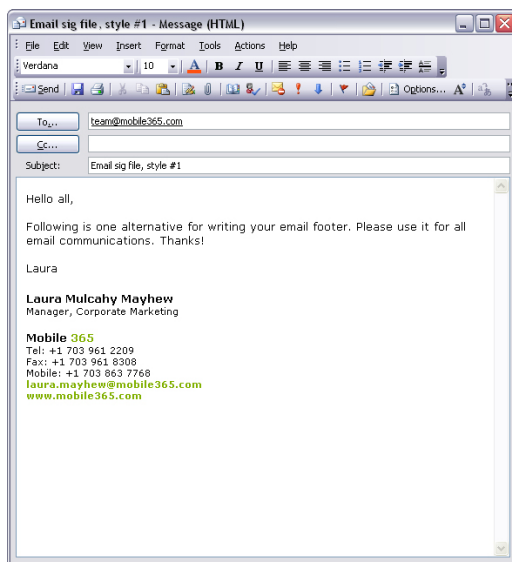
Tel: +1 703 961 8300

Fax: +1 703 961 8308

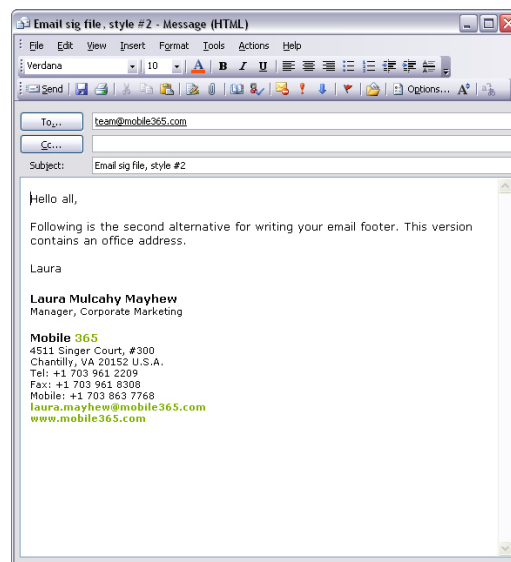
Mobile: +1 703 863 7768

firstname.lastname@mobile365.com (bold, and in Mobile 365 green)

www.mobile365.com (bold, and in Mobile 365 green)



Email sig file with no office address



Email sig file featuring office address

Trademarks

Include the following statement at the back of your document to mention all registered trademarks, trademarks, trade names, and service marks:

Mobile 365 maintains an active and comprehensive Intellectual Property program, including issued patents and pending patent applications, to protect key elements of Mobile 365 technology. Third-party names, products, and marks mentioned herein describe and refer to such third parties and their respective products and/or their respective owners. Mobile 365 makes no claim thereto, and uses such names and/or marks only to describe third parties and their respective products and/or services. Such use is not an endorsement or sponsorship by such third parties of Mobile 365-provided products and/or services.

When writing the company name for the first time in a document, write it as follows:

Mobile 365, IncTM (including the trademark symbol).

Subsequent references can be simply *Mobile 365*.

Adding a TM Symbol into a Word Document

To add a trademark symbol into a Microsoft Word document, type Alt-Ctrl-T at the end of the trademarked word or phrase. The TM is automatically superscripted.

Adding a TM Symbol into a PowerPoint Document

To add a trademark symbol into a Microsoft PowerPoint document, place your cursor at the end of the word or phrase where the TM symbol is required. From the **Insert** menu, choose **Symbol**. In the **Symbol** dialog, choose the **TM** symbol and click **Insert**. To close the window, click **Close**. The TM is automatically superscripted.

Copyrights

A copyright statement shall be included in each Mobile 365 document at the time that such document is produced. Use the following copyright statement in the footer of all external Mobile 365 documents: © 2006 Mobile 365, Inc.

Patents

Mobile 365 maintains an active patent program to protect both new and inventive technologies, products, and services.

Products and services offered by Mobile 365 may be covered by one or more of the following patents: China 00120173.5; France 2792292, 2806179, 2806860, 2821255, 2825555, 2833127, 2838264; Hong Kong 1025476, 1034012; Ireland 82374, 83427; Italy 1317413; Netherlands 1015013, 1020724; Sweden 520596; Taiwan 195407; U.K. 2376154; U.S. 6512926, 6832089, 7003306, 7013156; and/or pending patent applications.