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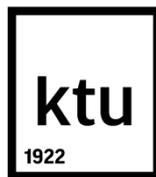
LOCALISATION ANALYSIS OF APPLE AND MICROSOFT WEBSITES

Master thesis

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KAUNAS, 2015



KAUNO TECHNOLOGIJOS UNIVERSITETAS
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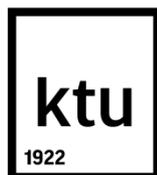
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2015 m. gegužės 25 d.

Kaunas

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Aš suprantu, kad išaiškėjus nesąžiningumo faktui, man bus taikomos nuobaudos, remiantis Kauno technologijos universitete galiojančia tvarka.

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Kaunas, 2015. 57 p. ir 58 p. priedų.

SANTRAUKA

Baigiamojo projekto **pavadinimas** – „Lokaluotų Apple ir Microsoft tinklalapių analizė“.

Projekto **aktualumą** atskleidžia įvairūs moksliniai darbai lokalizacijos ir tinklalapių lokalizavimo srityse. Esselink (2000), Schäler (2007), Ørsted (2008), Ryan, Anastasiou and Cleary (2009), Brügger (2010), Pym (2010), Jimenez-Crespo (2013) bei kiti mokslininkai plačiai aprašė lokalizaciją ir tinklalapių lokalizavimą.

Magistro darbo **naujumas** – IT tinklalapių lokalizacija (lietuvinimas) dar nėra plačiai išnagrinėta, todėl šiame darbe pateikiami svarbūs veiksniai, į kuriuos lokalizuotojai turėtų atkreipti dėmesį.

Projekto **tikslas** – išanalizuoti lokalizuotus *Apple* ir *Microsoft* tinklalapius. Išskelti šie **uždaviniai**:

1. pateikti teorinę medžiagą, susijusią su lokalizacija ir tinklalapių lokalizavimu;
2. sudaryti analizės schemą empirinei darbo daliai;
3. išnagrinėti ir palyginti lietuviškąsias ir angliškasias *Apple* ir *Microsoft* tinklalapių versijas.

Darbo **objektas** – medžiaga surinkta iš dviejų IT tinklalapių (*Apple* ir *Microsoft*).

Projekto **metodai**:

1. aprašomosios analizės metodas;
2. gretinamoji analizė;
3. turinio analizė.

Medžiaga empirinei projekto daliai surinkta iš IT tinklalapių: *Apple* ir *Microsoft*. Lietuviškosios šių tinklalapių versijos analizuojamos, siekiant palyginti kaip jos lokalizuotos.

Tyrimo **imtis** – 495 ekranvaizdžiai: 289 atrinkti iš *Apple* tinklalapio bei 206 iš *Microsoft* tinklalapio. Tyrimui atrinkta medžiaga analizuojama pagal tris sluoksnius (medijos aplinka, tekstinė aplinka bei tekstualumas), kurie dar smulkiau skirstomi į aštuonis tinklalapių lokalizavimo proceso elementus: kultūrinis sluoksnis, socialinis ir komunikacinis sluoksnis, grafinio ir ikoninio vaizdavimo sluoksnis, semantinis sluoksnis, gramatinis sluoksnis, technologinės infrastruktūros sluoksnis, hipertekstas ir judančios iliustracijos (žr. analizės schemą p. 31).

Gautos **išvados**:

1. nors *Apple* ir *Microsoft* tinklalapiai yra IT tinklalapiai ir jie užima pirmas vietas pasauliniuose reitinguose, lokalizacija nėra stipriausia jų sritis;

2. geriausi lokalizavimo rezultatai pastebėti abiejų tinklalapių tekstinėje aplinkoje (20 atvejų iš 84 tirtų atvejų); didžiausias skaičius pavyzdžių, atspindinčių neteisingai atliktą lokalizavimo procesą rasta pirmajame sluoksnyje – medijų aplinkoje (230 atvejų iš 302 tirtų atvejų); trečiasis lygmuo – tekstualumas (93 atvejai) – turi būti tobulinamas kaip ir medijų aplinka: iliustracijos turi būti lokalizuotos, taip pat turi būti pateikiamos visos aktyvios nuorodos;
3. galima teigti, kad geriau lokalizuotas yra *Microsoft* tinklalapis bei daugiau tinkamai lokalizuotų atvejų rasta tekstinėje aplinkoje.

Darbo **struktūra** – įvadas, teorinė ir empirinė dalys, išvados, šaltinių sąrašas, naudoti tinklalapiai bei priedai (įrašyti į CD). Įvade atskleidžiama tinklalapių lokalizavimo svarba bei aktualumas. Taip pat įvade pateikiamas tikslas, uždaviniai, objektas bei metodai. Teorinėje projekto dalyje pateikiama sisteminė literatūros analizė, kuri atskleidžia pagrindinius tirtos medžiagos bruožus bei tendencijas. Teorinės dalies pabaigoje pateikiama tyrimo schema. Empirinėje darbo dalyje aprašomas atliktas tyrimas ir pateikiami tyrimo rezultatai. Taip pat pateikiamos išvados. Lokalizuotų tinklalapių iliustracijos, kurios dėl vietos stokos nebuvo panaudotos darbe, pateikiamos prieduose.

Drungėlaitė, I. Localisation Analysis of Apple and Microsoft Websites. Master thesis / supervisor prof. dr Vilmantė Liubinienė; Kaunas University of Technology, Faculty of Social Sciences, Arts and Humanities, Department of Modern Languages and Intercultural Communication.

Kaunas, 2015. 57 p. and 58 p. of appendices.

SUMMARY

The title of the master thesis is ‘Localisation Analysis of Apple and Microsoft Websites’.

The relevance of this research can be seen from the variety of analysis which has been carried out in the field of localisation and website localisation. Esselink (2000), Schäler (2007), Ørsted (2008), Ryan, Anastasiou and Cleary (2009), Brügger (2010), Pym (2010), Jimenez-Crespo (2013) and other scientists and researchers have widely discussed localisation and website localisation in their works.

The novelty of this thesis is that localisation (lithuaniasation) of IT websites has not been researched enough and this thesis will provide important factors which should be taken into consideration by the localisers.

The aim of the present study is to analyse *Apple* and *Microsoft* websites localised into Lithuanian. In order to achieve the aim, the following **objectives** have been set:

1. to overview the theoretical issues related to localisation in general and website localisation in particular;
2. to compose the scheme which would fit to the empirical analysis of the localised websites;
3. to analyse and compare Lithuanian and English versions of *Apple* and *Microsoft* websites.

The object of this thesis is two localised IT websites (*Apple* and *Microsoft*).

The research methods employed in this master thesis are as follows:

1. the descriptive analytical method;
2. the contrastive analysis;
3. the content analysis.

The material for the empirical part of this research is taken from IT websites: *Apple* (<http://www.apple.com/> and <http://www.apple.com/lt/>) and *Microsoft* (<http://www.microsoft.com/en-us/default.aspx> and <http://www.microsoft.com/lt-lt/default.aspx>). Lithuanian versions of these websites will be analysed in order to compare how these IT websites are localised into the Lithuanian language.

The scope of the research is 495 screenshots: 289 cases are selected from the *Apple* website and 206 cases from the *Microsoft* website. The selected screenshots have been classified according to 3 major layers (the **media environment**, the **textual environment**, **textuality**) and eight elements of the website localisation: the **cultural layer**, the **social and communicational layer**, the **graphic and**

iconic representation layer, the semantic layer, the grammatical layer, the technological infrastructure layer, hypertext and moving illustrations (see scheme of analysis p. 31).

After completion of the research, the following **conclusions** could be drawn:

1. although *Apple* and *Microsoft* websites are IT websites and they occupy the first positions in global ratings, localisation is not the strongest area of these websites;
2. the most successful localisation results are achieved in the **textual environment** level on both websites (20 cases out of 84 cases); the biggest amount of screenshots (230 cases out of 302 cases), illustrating the inappropriately accomplished localisation has been detected in the **media environment** on both websites; the **textuality level** (93 cases) needs to be further improved as well as the **media environment**;
3. it could be stated that the *Microsoft* website is localised better and the most successful localisation results are achieved in the **textual environment** level. The **media environment** and the **textuality** level still need to be further improved on both websites.

The structure of this research includes introduction, the body consisting of theoretical and empirical parts, conclusions, list of references, websites and appendices (see appendices in the CD). The introduction presents the aim, the objectives, the object and the methods of research. Theoretical part presents the review of relevant literature, reveals basic notions and points of the studied issue. The empirical part illustrates the previously discussed theoretical points. Finally, the conclusions are drawn. Illustrations from localised websites, which for the lack of space have not been included in the body of the text, are provided in appendices.

INTRODUCTION

Language is the most important way of communication. It helps to communicate with the entire world. As Emerson stated – ‘Language is a city to the building of which every human being brought a stone’ (1992:330). Without language there would be no towns and cities, culture and religion, science and nature. Language is a foundation of everything and website localisation is a tool helping people to search for information in their own language.

The growing number of active websites forces to translate and localise websites into as many languages as possible. Although there is need of localised websites, not all Lithuanian websites provide all information needed in our national language.

The English language occupies the first place on the Internet, but websites in other languages (Russian, German, Japanese, etc.) become more and more popular. English is the *lingua franca* in the field of diplomacy, technology, science, etc. Therefore, English performs a communication function between people from different cultural backgrounds but the market is widening and it is essential to fulfil everyone’s needs.

Selected for the research IT websites (*Apple* and *Microsoft*) are known worldwide as they provide the essential information about their products and services for the global market. The *Apple* brand was selected as the best global brand in 2013 and 2014. The *Microsoft* brand occupied the 5th position during the period of 2012-2014.

The aim of the present study is to analyse *Apple* and *Microsoft* websites localised into Lithuanian. In order to achieve the aim, the following **objectives** have been set:

1. to overview the theoretical issues related to localisation in general and website localisation in particular;
2. to compose the scheme which would fit to the empirical analysis of the localised websites;
3. to analyse and compare Lithuanian and English versions of *Apple* and *Microsoft* websites.

The object of this thesis is two localised IT websites (*Apple* and *Microsoft*).

The research methods employed in this master thesis are as follows:

1. the descriptive analytical method;
2. the contrastive analysis;
3. the content analysis.

Localisation and website localisation has been widely discussed by Esselink (2000), Schäler (2007), Ørsted (2008), Ryan, Anastasiou and Cleary (2009), Brügger (2010), Pym (2010), Jimenez-Crespo (2013) and other scientists and researchers. Localisation (lithuaniasation) of IT websites has not been widely discussed yet and this thesis will provide important factors which should be taken into consideration by the localisers.

The material for the empirical part of this research is taken from IT websites: *Apple* (<http://www.apple.com/> and <http://www.apple.com/lt/>) and *Microsoft* (<http://www.microsoft.com/en-us/default.aspx> and <http://www.microsoft.com/lt-lt/default.aspx>). Lithuanian versions of these websites will be analysed in order to compare how these IT websites are localised into the Lithuanian language.

The scope of the research is 495 screenshots: 289 cases are selected from the *Apple* website and 206 cases from the *Microsoft* website. The selected screenshots have been classified according to 3 major layers (the **media environment**, the **textual environment**, **textuality**) and eight elements of the website localisation: the **cultural layer**, the **social and communicational layer**, the **graphic and iconic representation layer**, the **semantic layer**, the **grammatical layer**, the **technological infrastructure layer**, **hypertext** and **moving illustrations** (see scheme of analysis p. 31).

The structure of this research includes introduction, the body consisting of theoretical and empirical parts, conclusions, list of references, websites and appendices (see Appendices in the CD). The introduction presents the importance and actuality of website localisation. The aim, the objectives, the object and the methods are also introduced in it. Theoretical part presents the review of relevant literature, reveals basic notions and points of the studied issue. The empirical part illustrates the previously discussed theoretical points. Finally, the conclusions are drawn. Illustrations from localised websites, which for the lack of space have not been included in the body of the text, are provided in appendices.

1. PROCEDURE OF WEBSITE LOCALISATION

At first, the term localisation will be discussed and its concept will be introduced. The relation among globalisation, internationalisation, localisation and translation will be explained in the second subchapter. The process of website localisation and its challenges will be discussed in the third subchapter. This chapter will also provide layers of localisation and website elements which will be used in order to analyse localisation of *Apple* and *Microsoft* websites.

1.1. Concept of Localisation

There is no one official definition of localisation because linguists and engineers emphasise different aspects of this process. Ryan, Anastasiou and Cleary (2009) provided such definition of localisation: ‘Localisation is the process of adapting products, services and associated documentation so that they are understandable, acceptable and functional in target locales’ (p. 15). Sandrini (2008) defined locale as ‘a set of parameters used to identify the user’s language, country and other preferences’ (p. 2). The locale may be different in accordance with a geographical area, e.g. the website may be localised to the EU market. It is not a language that matters, although it is an essential part of it. The locale includes the population of a specific age (computer games) or professional needs (medical programmes).

Esselink (2000) claimed that the process of localisation can be dated back to the 1980s when globalisation opened and expanded the markets and producers were compelled to search for the new customers in oversea markets. Soon, the first Multilanguage vendors (MLVs) started their activity focusing with the projects into multiple languages. MLVs also offered engineering, printing, desktop publishing and support services. Later, other companies established, such as the INK network, the Berlitz’s translation division, the Localisation Research Centre, the Software Localisation Interest Group, etc.

Dagienė, Grigas and Jevsikova (2010) stated that the first operating system was Lithuanised in 1996 and it was OS/2. The process of *Microsoft* programmes localisation started in 2001. The operating system *Linux* is localised as well and the process of localisation is still taking place.

There are several dimensions of adaptation: linguistic, cultural, legal, economic and technical. Linguistic adaptation is the translation of a product’s user interface and documentation, wizards or search engines. Culture issues such as graphics, icons, colours, address should be localised according to the target market. Scripts, programme codes are the part of technical adaptation in the sphere of localisation.

Localisation could be compared to audiovisual translation (Costales, 2009). This kind of translation uses more technical processes and sometimes several tasks should be made at the same time, like in the film industry. Translating a text from English to other language, it is important to make notice that the resulting text will be longer than the original text. The English language has many words with several meanings and it makes localiser's work more complicated. Sometimes, when a single word or a specific phrase is translated without a context, it may be used in a wrong meaning and all information may become useless.

According to Corte (2002), localisation has 'to adapt a product in a particular locale so that the final user does not perceive that it has been created in another language under the umbrella of a different culture' (p. 28). Localisation involves translation, transference of semiotic and non-textual elements, such as images, date formats, colours, etc. The company achieves users' attention if there is a version in their native language.

Localisation is very closely related to globalisation, internationalisation and translation, therefore, the next subchapter will introduce these three terms and their connection with the process of localisation.

1.2. Globalisation, Internationalisation, Localisation and Translation

These four terms are called GILT (abbreviation of first letters of terms) which was suggested by LISA in 1998. Translation to this abbreviation was added later. All four components can be shortened: globalisation – G11n, internationalisation – I18n, localisation – L10n, translation – T9n. The number shows how many letters are between the first and the last letter of the term.

LISA (1998) provided such a definition of globalisation: 'Globalisation addresses the business issues associated with taking a product global. In the globalisation of high-tech products this involves integrating localisation throughout a company, after proper internationalisation and product design, as well as marketing, sales, and support in the world market' (p. 10). According to Biau Gil (2005), globalisation is a combination of internationalisation and localisation.

According to Biau Gil (see Figure 1), the process of globalisation is divided into two major areas: localisation and internationalisation. Localisation is further divided into translation, testing and DTP. The abbreviation DTP stands for the 'desktop publishing'. Austermühl (2003) provided a quote from the brochure of TRADOS: 'The translator or a linguist is a language expert responsible for creation of the translation as such. He (or she) focuses mainly on the content (of the translation) and not so much on the technologies involved or on the translation process (as a whole)' (Trados, 'Trados 5' 8)¹. It is not expected that the translator will be involved into the process of translation. Despite this fact,

¹Online source: http://isg.urv.es/seminars/2003_localization_online/austermuehl.html.

translators buy the memory tool products of TRADOS in order to communicate with customers who think that the translator should not be involved into this process ‘as a whole’. Thereby, the illusion is created to the clients that the translation cost will be lower because the translation tool is used.

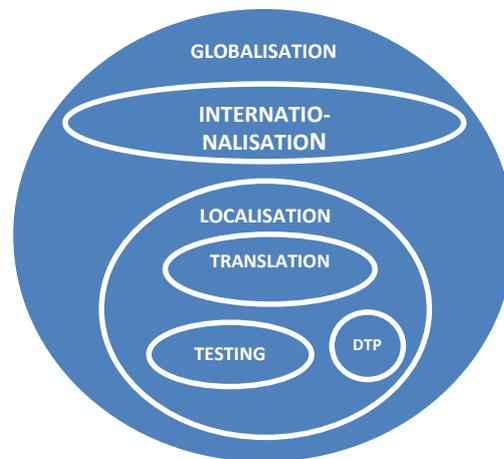


Figure 1. J. R. Biau Gil's Model of GILT (2005)

Later, in 2009, Rosner surveyed practitioners in order to find out what is more important in localisation: technologies, people or processes. The findings indicated that the key factors are processes and people. Participants claimed that technologies are not necessary when there are the right processes and the right people involved.

Cadieux and Esselink (2002) provided a definition of globalisation which differs from Biau Gil's definition: $\text{Globalisation} = \text{Internationalisation} + N \times \text{Localisation}$. This formula reveals that globalisation of the product is achieved by involving internationalisation and localisation into a given number of locales.

The definition of internationalisation is provided by Ryan, Anastasiou and Cleary (2009): 'Internationalisation is the process of generalising a product or document so that it can handle multiple languages and cultural conventions without the need for re-design' (p. 19). The product should be properly internationalised because it takes twice efforts and resources to internationalise it after localisation. Successful internationalisation requires participation of all design, development and management personnel.

Sikes (2009) claimed that the process of internationalisation includes three basic tasks and numerous subtasks. The first task is to remove all cultural assumptions. The second one is to separate the business layer from the presentation layer. And the last one is to implement all global norms (for instance, accounting measurements and character sets, date and type formatting). 'Presentation' layer is what the user sees; 'business logic' layer is functional activity of the programme. Problems occur when all layers are not separated from one another.

The definition of localisation was provided in the previous subchapter. Müller (2009) provided stages of the localisation process:

- project setup: a plan of a project, mile stones, constraints, etc.;
- translator training: translators should be familiar with the product, the target locale and their workflow;
- terminology definition: a consistent and defined terminology will provide translation in a high quality;
- user interface (UI) translation and test of UI translation: localisation is completed when all controls are translated and the system works without interferences;
- documentation translation: while localising the user and UI documentation, the former documentation should be revised and every change requires a new testing of the UI translation;
- review of documentation translation: documentation requires consistency, quality and usability to all localised versions of the product.

Colina (2015) defined translation as ‘the process or the product of transforming a written text or texts from one human language to another which generally requires a significant degree of resemblance or correspondence with respect to the source text’ (p. 12). Translation is an integral part of localisation – at first text has to be translated and then localised to a specific user.

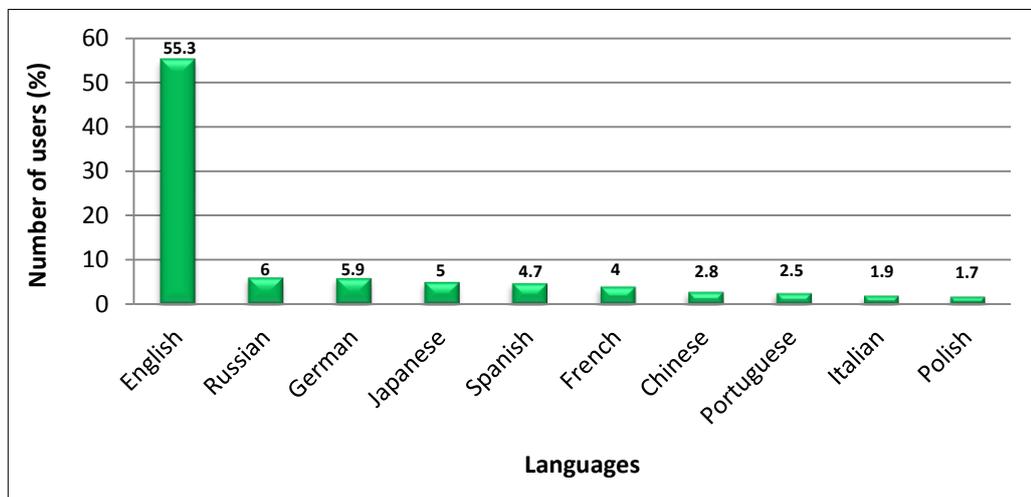


Figure 2. Top Ten Languages on the Internet in February 2015²

Almost 7000 billion active websites have been identified in 2012 (Internet World Stats). As it can be seen, English occupies the first place on the Internet (see Figure 2), but websites in other languages such as Russian and German become more and more popular. It is evident that localisation is an

² Online source: Web Technology Surveys (see: http://w3techs.com/technologies/overview/content_language/all).

important factor talking about websites. The English language is the *lingua franca* in the field of diplomacy, technology, science, trade, etc. Therefore, English performs a communication function between people from different cultural backgrounds. While the market is widening and more people are getting 'online', it is essential to fulfil everyone's needs. Globalisation, internationalisation, localisation and translation are employed in order to maintain popularity of a website.

Two IT websites (*Apple* and *Microsoft*) selected for the research incorporate globalisation, localisation, internationalisation and translation in order to satisfy customers' needs and to provide access to their websites, products and services for as many people as possible. The *Apple* website increased its availability from 14 languages in 2004 to 32 languages in 2014³. The *Apple* brand was selected as the best global brand⁴ in 2013 and 2014. In 2012 this brand was in the second place, while in 2011 it appeared in the 8th place. As it can be seen, the popularity of this brand is growing because of its global aims. The *Microsoft* brand occupied the 5th position during the period of 2012-2014. In 2008-2011 it was in the 3rd place and for eight years (2000-2007) this company was keeping the 2nd position. *Microsoft* also occupies the 7th place among the *Best Global Websites 2015*⁵.

Localisation and translation is closely dependant on each other and this relation will be discussed in a greater detail further on. Different researchers provide different links from various points of view. Sandrini (2008) stated that 'Website localisation is a function of the international marketing strategy' (p. 4). The international company has to implement commitments to other country users. In order to be popular and to gain more benefit, the company has to become international.

Esselink (2000) described localisation as follows: 'Translation is only one of the activities in localisation. In addition to translation, a localisation project includes many other tasks such as project management, software engineering, testing (...)' (p. 4). The conclusion can be made that translation is a part of localisation.

Schäler (2010) claimed that development of localisation is achieved by people and organisations that understood importance of localisation and translation: '<...> localisation and translation are important not just for commercial, but also for social, cultural and political reasons; they can keep people out of prison, enhance their standards of living, improve their health and, in extreme cases, even save their lives' (p. 213).

Nauert (2007) argued that translation theories may be applied to localisation in cases when there is 'a wider definition of translation, which includes multimedia integration and hypertext, <...>' (p. 5). A number of digital content is growing and hypertext appears more often. Consequently, translation may be included into localisation and be a part of this complicated process.

³ Online source: <http://www.smartling.com/2015/01/07/the-web-globalization-revolution/>.

⁴ Online source: <http://www.bestglobalbrands.com/2014/ranking/>.

⁵ Online source: <http://www.globalbydesign.com/2015/02/10/2015-web-globalization-report/>.

Schleiermacher (2004) indicated two strategies of translation: domestication and foreignisation. The strategy of domestication is when culture and values of the foreign text are provided in the target text. Foreignisation is simply a translation without localisation. Various researchers have different opinions about the relation between localisation and translation, therefore, it is difficult to determine the line between these two processes. Further, theoretical background of website localisation will be presented.

1.3. Website Localisation

With the global spread of the Internet, we can work from any place in the world and be in a contact with clients from other continents. There are several problems: translator or localiser has to trust the client (he pays in time), everything is in a public domain and has to be secure.

Jimenez-Crespo (2013) provided other scientists' terms of website localisation: 'e-localisation', 'web-content localisation', 'website translation' and 'translation of web products'. The author also provides the main types of localisation according to the economic impact: web localisation, videogame localisation, software localisation, small device localisation and multimedia localisation.

Bartušauskaitė and Utkā (2006) claimed that the main advantage of localisation tools is translation of textual or graphic information using translation memory and without damaging integrity of the programme. These tools identify textual elements protecting their software part. Menu, buttons, mistake errors, manuals may be localised by using localisation tools.

Images, logos, tables, date format, calendar, time, addresses, numbers, currency and other multimedia features should be localised as well as the text. It is a very rare case if the term has one-to-one concordance with the localised term. It would be an ideal case if the project of localisation was accomplished by a bilingual speaker who would have an understanding of the source and target cultures. Foreign scripts may need more or less space on website depending on the target language. Our culture influences our actions, words, beliefs and worldviews.

A website includes textual units in its name, descriptions and keywords, menu and hyperlinks, images, audiovisual files and sound files, graphics. Some code changes may affect the functionality and appearance of a website. Usually an initial version of a website has got one central language and further on it is translated into other languages. It is called one-to-many production (Pym, 2010).

Schewe (2001) divided websites into monolingual (written in the native language), bilingual (written in the native language but there are links to website in other language) and multilingual (written in the native language but there are links to websites in several languages) websites. Websites may not change their content and format in order to reveal their reliability and stability. Content should be provided clearly and the main aim is that the user would understand all information provided on the

website. The content should be effective and attract the user in order he or she would visit the website more time than other websites. The text has a communicative purpose and it can be achieved with ‘visual, textual, aural, typographic or interactive means’ (p. 50).

As Brügger (2010) claimed, three elements compose analysis of the website:

- its **media environment**;
- its **textual environment**;
- its **textuality** or **textual elements**.

The **media environment** of the website is the Internet which frames the **textual environment** and **textual elements** that compose the website. The most important components of the **media environment** are directly connected computers that can recognise each other and communicate by a system of addresses and the same language. In order to use the website, it has to be embedded in the textual environment that as well frames all three elements. **Textual elements** which are written characters (e.g. a body text), still images (a photograph, an illustration), moving images (advertisement) and sounds (music, a video).

Website systems can identify the user’s location using cookies, IP number, text files, etc. This data is saved till the user visits the website one more time. Although the majority of users are polyglot, the translation and localisation is needed because the user wants to read in his/her native language.

Nielsen’s (1999) research has revealed that ‘reading from a computer screen is about 25% slower than reading from the paper’ (p. 101). His ‘eyetracking study’⁶ (2006) suggests that users do not read all information provided on the website. They scan the page in an F-shaped pattern. Different kind of website is read differently. All important information should be stated in the first two paragraphs because users do not read everything word-by-word.

As Hofstede (2005) stated: ‘culture, in terms of web localisation, refers to how people from a specific location view and react to images and messages in relation to their own patterns of acting, feeling and thinking, all of them often ingrained in people by late childhood’ (p. 20). Often companies do not consider a cultural element while creating a website.

After the website is localised it is important to continuously update information on that website. In other cases, there will be a small chance that the user will use the website as a reliable source. The message to the target market can be misleading if cultural and linguistic differences as jargon, gestures, images, sounds, colour sense, colloquialisms, etc., had been translated but not localised.

Jeney (2007) provided three types of website audience:

- primary audience;
- supervisory audience;

⁶ Online source: <http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>.

- peripheral audience.

Users of the website are primary audience, while the supervisory audience is the organiser of the website or the translation agency that is responsible for the localisation process. The third group of audience is the users who might not have been targeted but they still may visit the website.

Davidavičienė and Tolvaišas (2011) provided quality elements of websites which are ‘a clear navigation and information arrangement on the website, content of information, real-time help, safety, design and simplicity of search’ (p.15). There are cases when not all menus are localised and it is not accidental because it is useful for the non-specialist users. Reuse of previous translated texts helps to make the process of localisation easier and faster because localisation is common to new versions of products.

Maroto and Bortoli (2001) declared that features listed below are the most important while localising the website and they should be taken under consideration: hard-coded text, hard-coded fonts, foreign characters, cultural issues and symbols, double-byte enablement, locale-specific content, consistency, leveraging text, text embedded in graphics, video or animations, text embedded in scripts, sort order and quality assurance. Dagienė, Grigas and Jevsikova (2010) provided the main parts of locales: language and country, character coding and classification, formats, calendar and time zone, measurement units and page formats.

Maroto and Bortoli (2001) defined three key terms in the field of website localisation: localisation, internationalisation and transcreation. Since localisation and internationalisation terms have been discussed in the previous subchapters, only transcreation has not been introduced yet. According to the authors (2001), transcreation is: ‘the process of culturally and linguistically adapting marketing-oriented messages (as opposed to technical content) to the requirements of another market’ (p. 4). The message has to be rewritten or recreated but not translated. The process of transcreation requires more creativity than translation.

Lockwood (2000) distinguished three types of making a global website:

- 1) the monarchist approach;
- 2) the anarchist approach;
- 3) the federalist approach.

The monarchist approach means that the entire website is translated. Usually this approach is adapted by websites in bilingual territories or international organisations. The second approach does not involve translation because the content is local. Only the federalist approach includes localisation in order to use website in different countries. It is no difference which approach is adapted, the most important factor is to integrate translation and localisation in the difficult process of website globalisation.

Singh and Pereira (2005) divided localisation into five degrees: ‘standardised’ (website is not localised), ‘semi-localised’ (website provides information on several countries), ‘localised’ (the major part of content is localised, but the original functionalities are not modified), ‘highly localised’ (the entire website is localised and cultural adaptations are added to each country) and ‘culturally customised’ (a new website immerses into the website of the target language).

At first (see Figure 3), it is necessary to analyse users’ needs, their opinion about previous versions (if any), what price could users pay for the product, what are content requirements, what technical features should be used, what parts of the product need to be translated, what changes should be applied. The next step is to make flexible and translatable design of the product. The third stage is to develop the product according to specifications of the global design. The product testing ensures no errors in the localised product. After these stages the product localisation can begin. The localised product is tested again in order to eliminate all errors. The last stage of the process – information and feedback on the localised product should be collected and used on the global product development cycle.

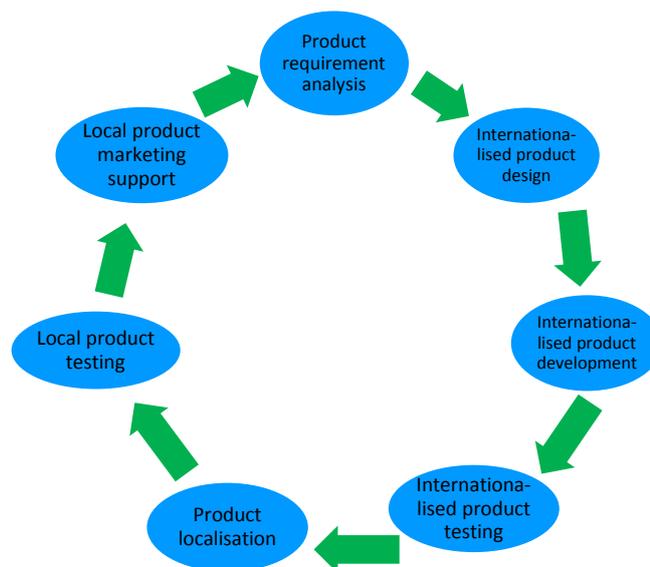


Figure 3. Global Product Development Cycle⁷

Van der Meer (2002) claimed that website localisation is a ‘specialised service that has emerged in recent years (since 1999). It is basically a packaging of translation services with technical services that ensure the proper functioning of the translated sites’ (p. 10). The main differences between website localisation and software localisation (Sandrini, 2008:9) are:

- ‘update frequency’: websites are constantly changing and it is difficult to localise them. New versions of software are localised during the localisation project;

⁷ Source: *The Localisation Industry Primer*, 2003:15.

- ‘translation expertise’: websites contain different types of text requiring different translation strategies. Websites translation and localisation requires more specialised knowledge than software localisation;
- ‘the relationship between the localiser and the customer’: since websites are constantly changing, the communication with the localiser has to be on-going. The software localisation includes a project-orientated communication and it ends when the project is done.

Sandrini also stated that all information on the website may be divided into:

- static information (e.g. biographies, manuals, texts from books, etc.);
- dynamic information (e.g. the content of an email account, date and time, stock exchange rates, etc.);
- semi-dynamic information (e.g. people at a company, bibliographies, price lists, etc.).

Not all information is equally important for localisation. The decision what should be localised and what not, may depend on which level the website will be localised – on global, regional or local. In order to make a good localised website, the texts and visual symbols should be corrected or simplified. It will make the process of localisation easier.

Jevsikova (2009) divided localisation into two parts: adaptation to the target locale, translation and adaptation of the user interface. The second part is much more problematic because of frequent updates, huge amount of text and lack of context of user interface strings. The primary translation of these texts will be corrected and improved during the process of localisation. Internationalisation errors are common during this process; however, due to the continuous development and new versions, these problems are left for later versions. The process of localisation should be prepared for the beginning of the project and it cannot be added later because additional problems may arise, especially in later versions of the product.

Brooks (2000) provided how *Microsoft* localises its products according to three levels:

- *enabled products* – users can use their native language and scripts, but the user interface and documentation are provided in a different language;
- *localised products* – the user interface and documentation are localised, but language-specific tools are not available in native users’ language;
- *adapted products* – all content, linguistic tools and functions are adapted for the target market.

The consumer surveys⁸ have revealed that increasing number of people goes online for personal Internet usage via their tablets, mobile phones and smartphones (see Figure 4). Users usually check their email, use search engines, visit social networks, listen to music, check news and weather, use

⁸ Online source: <https://www.consumerbarometer.com/en/insights/?countryCode=LT>,
<https://www.consumerbarometer.com/en/insights/?countryCode=UK>.

online banking and look up maps and directions. It is important that this information would be provided in their native language.

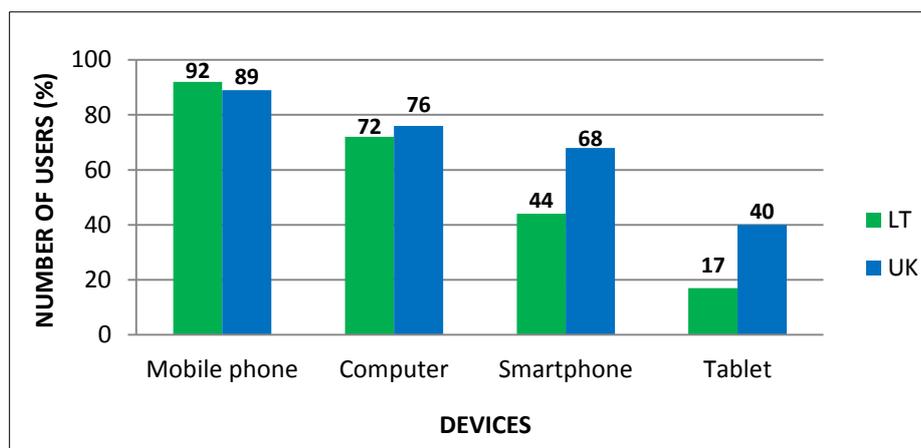


Figure 4. Devices People Use for Online Activities

The value of revenues from software and website localisation increases rapidly and it has resulted in increased amount of material to be translated and localised, therefore, translators and localisers have to work faster and still maintaining a high quality of the product. Companies want to release the product with the possibility to choose between as many languages as possible. This practise is called simultaneous shipment or ‘simship’ (Cheng, 2000:6). The product should include the latest information, therefore, the load of work for translators and localisers increases as they are to ensure that the product would be renewed and the up-to-date information would be provided in all languages.

Ryan, Anastasiou and Cleary (2009) stated that **authoring** is the process of making the digital content usable and translatable. Help authors, technical writers and web designers usually generate digital documentation. Authors may use dictionaries, glossaries, terminology bases, such tools as *Adobe Frameworker*, *Adobe Dreamweaver*, *Microsoft Word*, etc. in order to check the linguistic quality and to improve the consistency of the content.

The second stage is **enabling** – digital content is prepared at a technical level in order it could handle multiple languages. This process is important because such errors as clipped text, poor layout, not displaying characters, not correctly working keyboards and so on can appear and cause many problems to the user. Digital content is enabled at the technical level by web developers, software engineers or internationalisation professionals. They use internationalisation tools or content development tools.

The last phase is **testing** – in order to translate digital content into different languages the linguistic, cosmetic and functional quality is tested. Technical editor or writer checks the linguistic quality by proof-reading, consistency checking, checking of cultural conventions (e.g. date, time,

measurements, etc.), length of words and sentences. A desktop publishing specialist, technical author, software engineer or help author is testing the cosmetic quality (is the content aesthetical and visually consistent). They ensure that there would be a room for expanded text after translation, a possibility to write all digital characters of the source language. Functionality errors left in the digital content will be left in each localised version. Test engineers check the operability hyperlinks and search boxes, as well as make virus scanning, test compiling and testing software applications functionality.

Esselink⁹ (2000) claimed that a quality assessment in localisation involves a triple process: linguistic testing, cosmetic testing and functionality testing. Linguistic testing provides that all textual segments (including the text in graphics, presentation, animations, etc.) would be rendered adequately. The cosmetic testing ensures that all textual segments or interface texts are displayed correctly. The functional testing includes the proper coding which may result in functionality problems. All these three processes are performed by different evaluators.

O'Hagan (2005) provided the model of Translation-mediated Communication (TMC) which 'encompass any interlingual exchange enabled by the assistance of a translator or an interpreter. For example, a translation of foreign literature, a subtitled foreign film and a meeting assisted by an interpreter can all be regarded as TMC' (p. 13). The author explained this TMC model as a communication model: '<...> the Sender of the Message in the Source Language (SL) and its Receiver in the Target Language (TL) communicating via Translator (either translator or interpreter) who converts the Message from SL to TL' (p. 13). The Internet and websites allow sending and getting all the information needed.

The Sender publishes the website and the Receiver may act upon the received information. After the Receiver's feedback (after action(s) made by the Receiver), the Sender updates the website and this cycle is repeated. Entire Internet content is stored, processed and transmitted by computers. The Receiver's environment (e.g. browsers, operating systems, etc.), readability and aesthetics of the content should be taken into consideration by a localiser. Interactivity, user-friendly website, the Receiver may get only partially localised website, non-textual components also have to be localised, not all information is read by the Receiver, content has to be adapted in order to use it in mobile phones, tablets. All these afore mentioned features should be considered and the right processes of localisation should be adapted. Cultural aspects are very important in order to attract the user to visit a particular website. They represent national identity and cannot be forgotten during the process of localisation.

Geisler (2005) claimed that national symbols are tools which help to form and maintain national identity of the country, preserve past and represent the power of the country. National symbols are key values because they have a specific meaning for members of the country. However, there are no exact

⁹ Online source: <http://www.translatortips.net/tranfreearchive/tf12-localization-three.html>.

criteria which establish what national symbols are. Geisler quotes Smith (1991) and his typology of national symbols: ‘flags, anthems, parades, coinage, capital cities, oaths, folk costumes, museums of folklore, war memorials, ceremonies of remembrance for the national dead, passports, frontiers, <...> popular heroes and heroines, fairy tales, forms of etiquette, styles of architecture, arts and crafts, modes of town planning, legal procedures, educational practises and military codes...’ (p. 20). This typology could be expanded by literature, music, the cinema, flora and fauna, and everyone could add something what would be important.

Symbols help to identify websites as versions of a specific country, company or product. A flag of the United Kingdom next to change location (*Apple*: ‘Choose your country or region’; *Microsoft*: ‘This site in other countries/regions’) shows that this website belongs to Britain. The user may assume that the product is made in that country or region although it is only localised to a particular locale but is not created there. Yunker (2003) stated that the aim of localisation should be to show that a company understands users’ needs. In order to achieve this aim not only national symbols should be used because these symbols are controversial and it is difficult to predict which meaning will the user get from a particular symbol or image.

Schäler (2007) defined ‘the shallow level’ of localisation which is detected in the graphical user interface (GUI):

- colour;
- sensitive illustrations and images;
- hand signals;
- symbols;
- sounds;
- history;
- product names and acronyms.

In the West culture red colour is the symbol of anger, danger, white colour indicates a pure state, black colour represents sadness, darkness. The symbolic meaning of the colour differs in various countries and cultures. For example, members of Asian countries associate white colour with mourning and black with happiness.

The national flag is used in order to identify the origin of the product. The *OK* sign used in many Western countries represents a sexual gesture in others. Often used symbols as symbols of *disk*, *printer*, *save*, etc. do not cause problems while more specific signs may cause some misunderstandings. For example, some users from other countries do not associate the yellow school bus with education as in the US and Lithuania.

A specific sound after a mistake which is used in Western cultures would be considered as a sign of embarrassment in the Japanese market. Every culture and nation differently interprets historical

events, therefore, historical items should be provided with a deeper consideration. The author claimed that product names and acronyms cannot be carried over into different languages (e.g. NATO is NATO in German but it is OTAN in Spanish).

According to Jimenez-Crespo (2013), translators usually get hypertexts in a non-linear model and these texts differ from texts which the end user receives. Hypertexts are interactive and require active participation of the user. Hypertexts may be enlarged by adding new pages and content, they are updated more often and can be reached by more readers than the printed text. Two features of hypertexts may cause problems for translators and localisers – ‘the openness of the hypertext and its dynamic nature’ (p. 65). Hypertexts include a number of multimedia elements (audio, icons, animation, graphic, website advertising, etc.).

Jimenez-Crespo provided four types of hyperlinks: ‘internal’, ‘external’, ‘intranodal’ and ‘implicit’. Internal hyperlinks direct the user to a page related to the hypertext while external links provides a page outside the website. In cases when the page is too long, the intranodal link is provided and it connects two pages into one. Implicit links are related to the global cohesion of the hypertext (e.g. website indexes or website maps).

Hofstede (2002) provided the classification of ‘deep localisation levels’: power distance, individualism, masculinity, uncertainty avoidance and long-term orientation. The first layer indicates equality or inequality among members of the society. Images of individuals and flags on the website indicate power distance.

Individualism indicates in which way the society gets more achievements – working individually or collectively. A high level of individualism shows that individual rights are essential in the society and a low ranking society has close ties among members. Images of individuals or group illustrations help to identify the ranking of individualism.

The third level – masculinity – indicates the level of discrimination between genders. This level may be identified when on the website gender is addressed indiscriminately or addressed separately, women are shown as modest and caring, men as ambitious and assertive or vice versa.

Uncertainty avoidance indicates tolerance for ambiguity and uncertainty within society. A high level of uncertainty avoidance on the website indicates focus on rigid rules, formality, punctuality, tradition and religion.

Long-term orientation shows what the society thinks about traditions and values. A low long-term orientation indicates that changes in the society are common. It is difficult to analyse this level on websites because usually long-term orientation is not common on websites and it is not an easy task to translate and localise this type of content.

The biggest attention is directed to the areas providing return on investment. The process of localisation may be applied to the ‘predictable, stable, corporate content’ (p. 4). Nowadays, a digital

content is made from updates, users' forums and blogs, etc. The modernised localisation technologies must be employed in order to provide **access** to this digital content.

Localisation is the process when the product is adapted according to linguistic requirements and the target locale. The age-group, personal preferences, expectations are the most important criteria when the product is localised to **personal** requirements. As Genabith (2009) stated, 'the person is the ultimate locale' (p. 5). He/she (the target user) influences the process of localisation and aims which requirements should be the most important during localisation. The most common challenges which localisers met are discussed further.

Ørsted (2008:5) provided the most common localisation bugs:

- *over-localisation* – the string should not be translated;
- *buffer limitation* – the translation should not be longer than a given amount of characters;
- *illegal characters* – some characters may not be allowed in the string;
- *dependency* – two resources have been translated as one;
- *backward compatibility* – backward compatibility could be lost by changing a string from one version to another;
- *uniqueness* – each string has to have a unique name;
- *placeholder over-localised* – some strings may have the placeholder which cannot be changed;
- *required string decoration* – strings may have characters in the beginning or end of the string and it cannot be localised or changed.

Jevsikova (2009) provided the main localisers' problems: separated words without a context, the context is obtained while searching for the particular text in the programme, a part of texts may occur only when errors occur and problems with fusional languages (e.g. the correct selection of the part of speech).

Ryan, Anastasiou and Cleary (2009) provided other four challenges of localisation and digital content: volume, cost, time and quality. The product has to be localised into many languages because there is a significant increase in number of users who want to use that product in their native language. Furthermore, every product has a particular number of words, lines or strings, files or languages. Usually the product maintains thousands or even millions words and this volume makes the process of localisation harder.

Technologies are employed in order to make the process of localisation easier, but they require investments install and maintain. The cost also depends upon the type of content, the scope of the product or project, type of a specific file. Time is very important factor because the product may become unprofessional if it is not released on the date announced. Instant localisation of online

communication (e.g. emails, blogs, forums) requires the same quality as a not real-time product. Unfortunately, his kind of quality is not always achieved.

Localisers and translators' work is not imagined without linguistic aspects which include terminology of computer and the Internet. Importance of terminology in localisers' work will be discussed further.

Localisers have to be very careful while using terminology in their projects because incorrect terms can make a text non-coherent. Lenker, Anastasiou and Buckley (2010) stated that localisers have to:

- analyse internal company terms, product names; review earlier glossaries, style guides and to identify the essential terminology;
- establish a process of reviewing, approving and deploying a new terminology and provide access to the term base to marketing communicators, internal authors, translators and external vendors;
- provide an equivalent for terms within each target market.

The beginning of computer terms was in 1960 when the first calculation council was established. More and more calculation offices and station began their work and thousands of different calculating machines have been employed. New names were necessary for new technologies.

First steps in the development of the computer terminology were made when the 'Russian-Lithuanian-English Dictionary of Calculating Technique Terms' (Lith. *Rusų-lietuvių-anglų kalbų skaičiavimo technikos terminų žodynas*) appeared in 1970 (Kaulakienė and Valiūkėnas, 1996). Žalkauskas (2005) claimed that dictionaries of Lithuanian computer terminology published at the last decade of the twentieth century do not include modern computer terms.

Terms may have a broader or a narrower meaning in a different context (Grinev-Griniewicz, 2011). Many terms are polysemic and it causes difficulties because it is not clear which meaning should be used in a particular field, e.g. *mouse* or *virus*. Considering form requirements for terms, they should be short, exact, motivated, and without variants. Pragmatic requirements mentioned by Grinev-Griniewicz (2011:47) are *establishedness* (the term should be approved and universally used), *international form* (this form should be used in the international communication) and *euphonioussness* (the term should not have unpleasant connotations).

David Crystal (2002) claimed that the computer language consists of the language of short messages, virtual worlds, the Internet websites, technical slang and the Internet chat groups. It combines all kinds of media in one place – the Internet. New forms of language are merged on the Internet. According to Rumšienė (2004), the unique vocabulary is created by using omission, neologisms, abbreviations and other means of word formation.

Two surveys have been carried out by SDL (Hurst¹⁰, 2009) in order to identify the importance of terminology creating the global content. One survey represented translators' view on terminology and the other survey was given to companies such as *Panasonic*, *Siemens*, *Disney*, etc. results have revealed that terminology is a main component in the process of localisation but translators, localisers and companies use it ineffectively.

Chroust (2007) provided the pyramid of localisation consisting from 7 layers (see Figure 5). According to Chroust, 'higher levels usually rely on lower-levels of localisation' (p. 3). Each layer supplements each other and all together they make a coherent website.

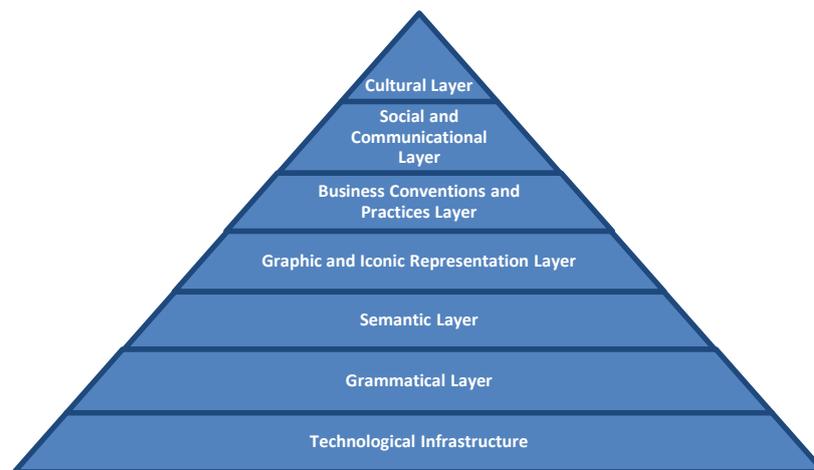


Figure 5. Layers of Localisation according to Chroust (2007:3)

The **technological infrastructure layer** is the basis for localisation. The user is able to see these technical and organisational provisions. The product is prepared for localisation at this layer. This layer includes the locale which defines the proper date, currency, time, etc.

The **grammatical layer** is concerned with grammatical features which differ from the literary language grammar. In order to avoid ambiguity and confusion the standardised text should be preferred.

According to Chroust, the **semantic layer** reveals abbreviations, expressiveness of languages and the use of the technical language.

The **graphic and iconic representation layer** includes all images, videos, graphical representations and their symbolic meanings, taboos, colour codes, body language, etc.

The **business conventions and practises layer** comprises all cultural differences causing friction, misunderstanding and alienation. Leadership approach, organisational structure, navigation in websites, dates and deadlines, performance measures are the main differences.

¹⁰ Online source: <http://www.infomanagementcenter.com/enewsletter/2009/200902/second.htm>.

The **social and communicational layer** is concerned with addressing and greeting the user, answering the user, communication styles, social classes, social position – age, social position – gender, acceptable overtime.

Taboos, metaphors, puns, jargon, humour are features of the **cultural layer**.

Chroust claims that the last three layers (the **business conventions and practises layer**, the **social and communicational layer** and the **cultural layer**) are associated with cultural aspects.

Chroust excludes several reasons for the need of cultural adaptation: international cooperation, more sophisticated applications, increased non-verbal interaction, user expectations and buyers' market. The global production and fast development of technologies requires localisation of the products. An increasing number of users which are not interested, willing or able to speak in a foreign language expect user friendly communication in their mother tongue. The absence of localisation or cases of inappropriate localisation may cause the decrease of potential buyers and/or users. The human-computer interface eliminates factors of body language and intonation but increases the need for cultural localisation of the software.

The next chapter will provide a combined scheme of analysis for researching the elements of the website localisation procedure and both IT websites will be analysed and compared in order to determine which website and which website level achieved the most successful localisation results.

2. LOCALISATION ANALYSIS OF *APPLE* AND *MICROSOFT* WEBSITES

After the thorough analysis of localisation theories and the overview of the current research carried out by different authors on the subject, the scheme of analysis for researching the elements of the website localisation procedure has been designed (see Figure 6). This scheme is based on the ideas by Chroust and Brügger and will be used for the empirical analysis of the quality of localisation of two IT websites (*Apple* and *Microsoft*).

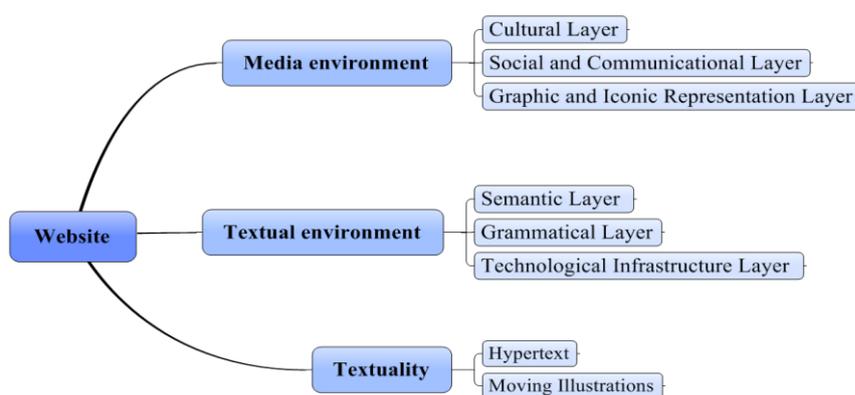


Figure 6. Elements of Website Localisation Procedure

2.1. Methodological consideration

The research methods employed in this master thesis are as follows:

1. the descriptive analytical method;
2. the contrastive analysis;
3. the content analysis.

The **descriptive analysis** is a method used to depict the data and analyse it in order to describe the main aspects of information. The **contrastive analysis** is comparison of two or more comparable units (products, systems, languages, websites, etc.). This analysis will be used in order to detect the main localisation flaws, contrasting English and Lithuanian versions of the afore mentioned websites. The **content analysis** is a tool used to determine the amount and the frequency of usage of certain words, images or any kind of visual symbols within texts or sets of texts. Texts may be understood as a book, a chapter, speeches, formal or informal conversations, websites, media environments, etc. Researchers quantify and analyse meanings and relations of such concepts and make inferences about the message in these texts.

The general scheme was created in order to investigate localisation of two IT websites and to detect which website and which website level achieved the most successful localisation results. This scheme includes layers of Chroust's pyramid (except the **business conventions and practices layer**) and Brügger's elements of the localisation analysis. English and Lithuanian versions of *Apple* and *Microsoft* websites will be analysed and compared in order to detect the main advantages and disadvantages of IT websites localisation.

The material for the empirical part of this research is taken from IT websites: *Apple* (<http://www.apple.com/> and <http://www.apple.com/lt/>) and *Microsoft* (<http://www.microsoft.com/en-us/default.aspx> and <http://www.microsoft.com/lt-lt/default.aspx>). Lithuanian versions of these websites will be analysed in order to compare how these IT websites are localised into the Lithuanian language.

The scope of the research is 495 screenshots: 289 cases are selected from the *Apple* website and 206 cases from the *Microsoft* website. The selected screenshots have been classified according to 3 major layers (the **media environment**, the **textual environment**, **textuality**) and eight elements of the website localisation: **cultural layer**, **social and communicational layer**, **graphic and iconic representation layer**, **semantic layer**, **grammatical layer**, **technological infrastructure layer**, **hypertext** and **moving illustrations** (see scheme of analysis p. 31).

The following part of the thesis will mainly focus on examination of two localised IT websites (*Apple* and *Microsoft*). Regarding the fact that websites are constantly changing, the localisation analysis of three website levels will be carried out. The first level is the **media environment** that will be analysed in the next subchapter.

2.2. Media Environment

The **media environment** includes three layers: the **cultural layer**, the **social and communicational layer** and the **graphic and iconic representation layer**. These three layers are closely related because they reveal cultural and social elements in the society using a particular language style, graphic elements, videos, etc. 184 cases from the *Apple* website and 118 cases from the *Microsoft* website have been selected for analysis in the **media environment**. This subchapter will analyse *Apple* and *Microsoft* websites according to these three layers of the **media environment**.

Starting analysis from the **cultural layer** it might be observed that the British society has four features characteristic to their culture which may be recognised on *Apple* and *Microsoft* websites: individuality, privacy, equality and informality. Illustrations of one or two people cycling or rollerblading are presented and it reveals that people like showing their individuality but there are many illustrations where people like to communicate and spend time with other people in a group (see Figure 7). British are a multicultural society and this mixture of ethnic groups and cultures is

represented in illustrations and images on these two websites. An informal language (short sentences, a big font, colourful letters), colourful moving images on the *Apple* website indicate the informal communication pattern characteristic to the British society.



Figure 7. Illustration of People in Informal Environment from the Lithuanian Version of the *Apple* Website

On the contrary, the Lithuanian society is mostly homogenous, there is no mixture of different ethnic groups, therefore the images depicting people of various races are not so understandable as to the people in the British society. Women occupy more and more working positions in a sphere of economy and industry but there is a high level of masculinity. Less importance is given to the individual in the working environment, group work is more common. The usage of the third-person plural verbs is more common on websites although the *Apple* website uses the second-person singular verbs. 26 cases from the *Apple* website and 14 cases from the *Microsoft* website have been selected for analysis in the **cultural layer**. Other illustrations of the **cultural layer** see Appendix 1. Further, the **social and communication layer** of *Apple* and *Microsoft* websites will be analysed in detail.

The **social and communicational layer** according to Chroust represents addressing and greeting as well as answering the user, communication styles, social classes and social positions in the community. As analysis of the **cultural layer** has revealed, English and Lithuanian versions of *Apple* websites are orientated towards the young users. We may draw this conclusion based on dominating images of the young people, simple language and colourful pictures. The Lithuanian website uses the second-person singular verbs (*dalinkis, pasikviesk, pradėk*, etc.) and pronouns (*tau, tave, tavo*, etc.). This strategy creates an illusion of friendliness and informality.

Both English and Lithuanian versions of the *Microsoft* website emphasise work and communication because illustrations depict people in a working environment. The third-person plural verbs are used in order to address the user on the Lithuanian website (*gaukite, laikykite, naudokite*, etc.). The Lithuanian version of the *Microsoft* website makes communication more formal and discreet

by using the third-person plural verbs while *Apple* makes it informal by using the second-person singular verbs.

Illustrations of the products are more common to both websites but there are images depicting people. These images show the communication in a group or with each other (see Figure 8). Men and women of different racial and age groups are equally represented on *Apple* and *Microsoft* websites. The same images are transferred to the Lithuanian versions of these websites. There are no pictures which would be adapted to our cultural background. Illustrations of children are also provided in these websites.



Figure 8. Illustration of Communicating People from the Lithuanian Version of the *Apple* Website

Apple websites (both English and Lithuanian versions) are orientated to young users: illustrations of young people are provided, language is simple and sentences are short, the design of the products is emphasised, many colourful images are provided on every site, the second-person singular verbs are used on the Lithuanian website (*prisijunk, stebėk, sužinok*, etc.). The Lithuanian version of the website provides verbs in a masculine form (*žaisdamas, atlikdamas, įjungęs*, etc.). This manner is not formal and it creates an illusion that the addressee and the addresser know each other.

Both *Microsoft* websites are orientated to work and communication: illustrations of people are taken in a working environment, more images with the products than the people, simple language and short sentences, the third-person plural verbs are used on the Lithuanian website (*apsilankykite, pasirinkite, peržiūrėkite*, etc.). One case of the third-person singular verb (*atrask*) has been indicated on this website (see Figure 9) and 27 cases of the second-person plural verb (see Appendix 2).



Figure 9. Illustration of Homepage from the Lithuanian Version of the *Microsoft* Website¹¹

¹¹ The materials retrieved 25-01-2015.

During the period of the current analysis, this website (as well as the *Apple* website) has been changing a lot and now the website does not encourage discovering the products. Now the main products are recommended (see the figure below) but there are left some mistakes in their names. *Internet Explorer* should be written in Lithuanian quotation marks and *OneDrive* should not be written in the bold style. The consistency of fonts and Lithuanian punctuation should be maintained. 38 cases from the *Apple* website and 27 cases from the *Microsoft* website have been selected for analysis in the **social and communicational layer**. Other illustrations of this layer see Appendix 2.



Figure 10. Illustration of *Rekomenduojame* from the Lithuanian Version of the *Microsoft* Website¹²

These two websites are commercial websites which means that there will be no or little metaphors, humour or jargon. Vivid and bright colours are used on *Apple* and *Microsoft* websites and dark colours are avoided. Lithuanian versions of these websites maintained the same colour patterns as provided in the original versions. The **graphic and iconic representation layer** and the **cultural layer** are closely related because all icons, images, colours and graphics represent the target culture. Further analysis of the **graphic and iconic representation layer** will be presented.

The style of English and Lithuanian websites of *Apple* are very similar: the menu is written in white letters on the grey background, the name of the product or the main idea is written in black while the text below is provided in grey, the *Buy Now* or *Įsigyti* button is blue with white letters. Actually, all websites of other countries are created in the same pattern. The homepage screenshots of the *Apple* website in other countries see Appendix 8.

Apple provides its website to the regions of Africa, Middle East and India (30 countries), Asia Pacific (15 countries), Europe (37 countries), Latin America and the Caribbean (39 countries) and the United States, Canada and Puerto Rico (5 countries). The symbol of a flag is presented next to the country name, which is written in its national language. Different language versions are provided for countries with more than one national language. For example, users in Latin America and the

¹² The materials retrieved 25-01-2015.

Caribbean may choose between Spanish and English languages. A flag of a chosen country is settled on the bottom centre of the website.

The most common colour of the background is white. The *Apple* website is very colourful and animated. More visual information is provided in illustrations and little text is left. Therefore, the images, animations, videos and text should be localised in order to convey all necessary information. Unfortunately, the majority of images on the *Apple* website is not localised to the Lithuanian market. The text next to the illustration is translated but the illustration itself is not changed in 90 cases. The example of illustration with the text translated into Lithuanian is provided in Figure 11.



Figure 11. Illustration of Translated and Incorporated Text into the Image (the *Apple* Website)

In some cases images are replaced by other images but it does not mean that they are localised. For example, the image of *iCloud* presents *Origami Treasures* in the English version of the *Apple* website while *iCloud* on the Lithuanian website provides the *Flights of Fancy* text written in English (see Figure 12). The text in the Lithuanian version is not useful to the user because it provides information in other language.



Figure 12. Illustration of *iCloud* in English and Lithuanian Versions of the *Apple* Website

Apple presents the new product – the *Apple Watch* (see Figure 13), a smart watch which is not available in Lithuania. Therefore, information about this watch is not provided in the Lithuanian

version of the *Apple* website. This means that the Lithuanian version did not provide unnecessary information about the product which is not on sale.



Figure 13. Illustration of *Apple Watch* from the English Version of the *Apple* Website

Analysis of the Lithuanian version of the *Apple* website has revealed that more attention has to be paid for localisation of this website because images present the important information about the product.

English and Lithuanian versions of the *Microsoft* website are also very similar: the text is written in bigger letters on the white or colourful background, the blue colour is the dominant colour, the text on dark blue buttons is written in white. *Microsoft* websites in other languages are provided in the same pattern. *Microsoft* provides its website into 96 countries and regions. The homepage screenshots of the *Microsoft* website in other countries see Appendix 8.

In comparison with the *Apple* website, flags of these countries are not presented close to each country but the title is written in its national language. Different language versions are provided for countries with more than one national language. For instance, users in Canada may choose between English and French languages. A language of the website is written on the bottom left of the website. When the country is selected, a globe is provided next to that language.

An excellent example of the localised text in the image is provided in Figure 14. The text presented as an example is changed and localised. Although not all text can be seen, it is clear that it is describing the climate of some particular country (it is not clearly stated that it is Lithuania).



Figure 14. Illustration with the Incorporated Text from English and Lithuanian Versions of the *Microsoft* Website

The Lithuanian version of the *Microsoft* paid more attention to localisation of illustrations provided on the website. The good localisation example is when the name and surname is changed into the Lithuanian name and surname. For instance, *Dona Mercer* became *Stasė Mankienė* and her photo has been changed (see Appendix 3). One case when the text in the illustration is written in Latvian, in French and in Italian has been detected (see Figure 15). Probably the text has been copied from other version of the website.

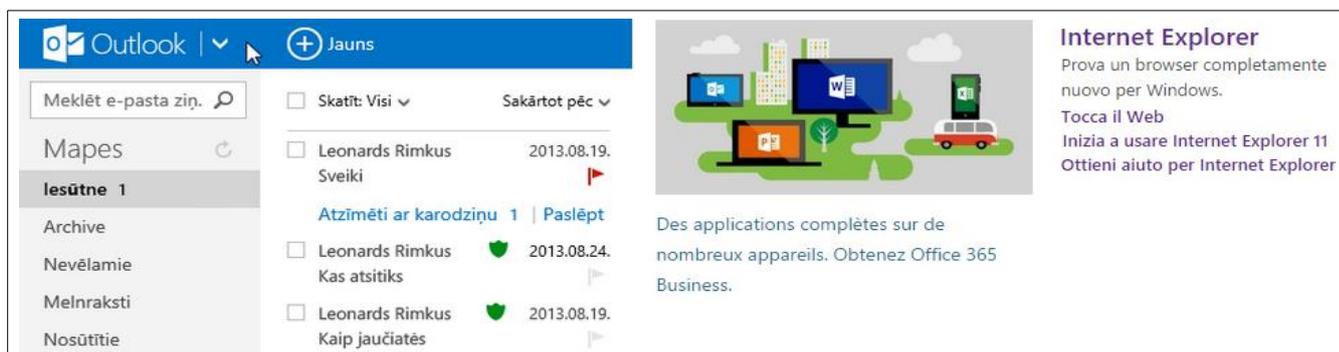


Figure 15. Illustration with the Text Written in Latvian, French and Italian from the Lithuanian Version of the *Microsoft* Website

Although *Windows* is localised, some images of this product are not localised on the Lithuanian website – the image of the *Start* window has got English programmes and the English text on display (see Appendix 3). The fields of *Outlook* and *Store* are localised to the Lithuanian market. 30 cases of illustrations within the Lithuanian text (see Figure 16) about the product (e.g. *Windows*) have been identified. The most common case is when the text outside the illustrations is translated but the text within the images is left the same – 35 cases have been detected. In 24 cases illustrations have been changed into other images from the same website. In 18 cases the text outside the image is written in Lithuanian while the text inside the image is left in English. This is the inappropriate localisation of the illustration. All illustrations of these cases are provided in Appendix 3.



Figure 16. Illustration of *Office* from English and Lithuanian Versions of the *Microsoft* Website

Microsoft presents a new feature for *Windows Phone 8.1*, *Microsoft Band* and *Windows 10-Cortana* that is an intelligent personal assistant (see Figure 17). This programme is not available in the Lithuanian market, therefore, the Lithuanian *Microsoft* website does not provide information related to this intelligent assistant.



Figure 17. Illustration of *Cortana* from the English Version of the *Microsoft* Website

The *Microsoft* website provides many videos about its production. 5 videos are left in the Lithuanian version but they have Lithuanian subtitles (see Figure 18) and the text on the screen is translated. 2 videos provide English subtitles in the Lithuanian version of the website (see Appendix 3). Subtitles may be shut off by selecting *Closed Captioning* or pressing the *CC* sign. The language in the subtitles is correct, commas are added to the names of the products, the third-person plural verbs are used.



Figure 18. Illustration of Videos from the Lithuanian Version of the *Microsoft* Website

The *Apple* website also includes many videos but they are not transferred to the Lithuanian version of the website. The Lithuanised websites should contain videos at least with subtitles because users will not get additional information about the product and/or services of *Microsoft*.

After the localisation analysis of the *Microsoft* website on the **graphic and iconic representation layer** the conclusion may be done that illustrations itself and the text inside the illustration are

localised to the Lithuanian market just when the product is localised to this market (e.g. *Office* is localised to the Lithuanian market, therefore, illustrations of this programme on the *Microsoft* website are presented localised as well). 120 cases from the *Apple* website and 77 cases from the *Microsoft* website have been selected for analysis in the **graphic and iconic representation layer**. Other illustrations of this layer see Appendix 3.

As it has been said, the **social and communicational layer**, the **cultural layer** and the **graphic and iconic representation layer** are closely related in the Chroust's pyramid of localisation. All these layers implement each other and represent the **media environment**. The next subchapter will pay attention to the **textual environment**, which is the second level of website analysis according to the Brügger's classification.

2.3. Textual environment

The **textual environment** is one of the website elements which includes the **semantic layer**, the **grammatical layer** and the **technological infrastructure layer**. All these three layers are closely related and they supplement each other during the localisation analysis. The **technological infrastructure layer** is the basis for localisation which is coherent with other two layers of the **textual environment** level. 39 cases from the *Apple* website and 45 cases from the *Microsoft* website have been selected for analysis in the **textual environment**. Analysis of the **semantic layer** will be introduced further.

The transcreation method is not very often because sentences are translated and not recreated on both websites, but in the example (see Figure 19) transcreation can be spotted. The entire sentence in the English version of the *Apple* website is replaced by two separate sentences (two words) in the Lithuanian version. All five sentences are rewritten and the Lithuanian version has six sentences instead of five provided in the original version of the *Apple* website.

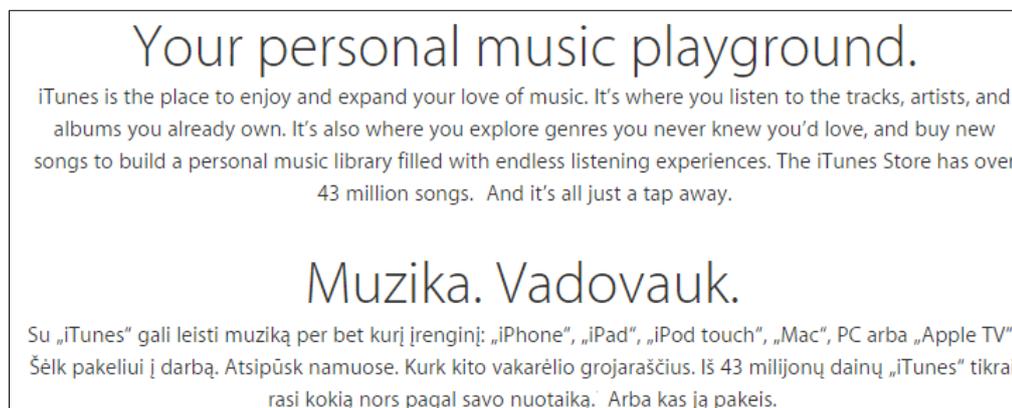


Figure 19. Illustration of Transcreation from English and Lithuanian Versions of the *Apple* Website

The case of transcreation on the *Microsoft* website is shown in Figure 20. The title and the text is rewritten as well as in the illustration provided above. No more examples in the **semantic layer** have been detected because *Apple* and *Microsoft* websites have tried to maintain nature of the original text as closely as it is possible in the Lithuanian versions of these websites. Further analysis of the **grammatical layer** will be introduced.



Figure 20. Illustration of Transcreation from English and Lithuanian Versions of the *Microsoft* Website

Short sentences are used on the *Apple* website and the same construction of sentences is maintained in the Lithuanian version of this IT website. Even the punctuation marks (commas, dashes, hyphens) are the same in the most cases.

Only two spelling mistakes have been detected on the *Apple* website (see Figure 21). Despite these mistakes, the website is written in a correct language. Terminology is essential in the process of translation and localisation in order to maintain the main idea of the text and to convey the most important information to the user. The usage of terms is very good except a few cases when only the first letter of the word is written in one sentence and the full word is provided in another (*II* and *įvesties/išvesties*). The English version of the *Apple* website uses the word *camera* while in the Lithuanian version it is translated in two ways: as *fotoaparatas* and as *kamera*. These two words represent different devices and that is why only one of these words should be used on the website.



Figure 21. Illustration of Spelling Mistakes from the Lithuanian Version of the *Apple* Website

As it has been mentioned, the *Apple* website is targeting the young audience and a slang word *gabalas* (Lith. *daina*, Eng. *song*) is a good illustration of it (see Appendix 4). This word has been used only once on the Lithuanian version of the *Apple* website. Although the structure of sentences is maintained as similar as possible to the English version of the website, in some cases Lithuanian phrases are translated into more expressive manner than the English ones. For example, the English phrase ‘Engineered for maximum funness’ becomes ‘Tikriems linksmažmogiams’.

Another example illustrates an inappropriate selection of a verb. The phrase ‘<...>, so you can see more of the music, photos, and videos you love’ is translated into Lithuanian as ‘<...>, kad galėtum peržiūrėti daugiau mylimos muzikos, nuotraukų ir vaizdo įrašų’ (see Appendix 4). The verb *see* (Lith. *peržiūrėti*) is incorrect in this situation because you cannot see the music but you can see the music videos, therefore, this verb should be replaced by the word *listen* or the phrase *mylimos muzikos* should be replaced at the end of the sentence with a verb corresponding to this phrase.

The new trend which derives from the English language is transferred into Lithuanian – to write all essential words in capital letters. Fortunately, *Apple* and *Microsoft* websites are not following such trends. For instance, the sentence ‘MacBook Pro Repair Extension Programme for Video Issues’ in the Lithuanian version of the *Apple* website is written in a correct manner, as ‘*MacBook Pro* remonto dėl vaizdo problemų pratęsimo programa’.

While talking about spelling mistakes on the *Microsoft* website, the situation is not very good. Many mistakes have been identified on this website (see Figure 22). It seems that some Lithuanian letters are forgotten in the provided sentences and the Latvian sentence is inserted instead of the Lithuanian. For more examples see Appendix 4. The good thing is that Lithuanian quotation marks are used in the Lithuanian version of the *Microsoft* website.

Techninė pagalba	Atsisiuntimai ir produktų kodai
„Xbox“ techninė pagalba	Užsakymų retrospektyva
„Zune“ techninė pagalba	Mokejimas
„Windows“ techninė pagalba	Prisijungimas> Signing In
Microsoft Office techniskais atbalsts	32 arba 64 bitu produktų pasirinkimas
Mokejimas ir kainodara	Prekių krepšelio naudojimas
Mokejimo parinktys	Užsakymai
Kainodara	Užsakymai
Prekių ir pinigų gražinimas	Kaip atšaukti užsakymą
Gražinimo / keitimo strategija	Išankstiniai užsakymai
Gražinimo procesas	Pletojimo parinktis
Gražinimo busena	

Figure 22. Illustration of Spelling Mistakes from the Lithuanian Version of the *Microsoft* Website

In some cases, even on the same page, quotation marks are not used on names of the products (see Appendix 4). Although more and more websites are localised to the Lithuanian language, keyboards should also be localised. This type of keyboards is not popular yet but the shortcuts should be taken

into consideration by the localisers. Both *Apple* and *Microsoft* websites provide many shortcuts but they are not adapted to the Lithuanian keyboard in the Lithuanian versions of these websites. One of keyboard shortcuts is the same as in the Lithuanian keyboard (see Figure 23). The *Windows* logotype and a letter *D* open the *Desktop* (Lith. *Darbalaukis*). This is one of rare combinations which are the same in both English and Lithuanian.



Figure 23. Illustration of an Appropriate Shortcut from the Lithuanian Version of the *Microsoft* Website

The English version of the *Microsoft* website presented an intelligent personal assistant which is not available in the Lithuanian market, although, some information is provided about this programme in the Lithuanian version and a dot is left in the middle of the sentence (see Figure 24).

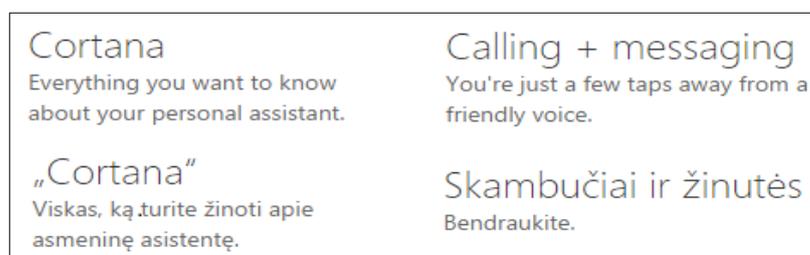


Figure 24. Illustration of Unnecessary Information from English and Lithuanian Versions of the *Microsoft* Website

The following example illustrates the case of a half localised text (see Figure 25). At the end of every sentence with a bullet (number or other sign) a period or semicolon sign should be written. A description of *Windows Phone v5* is written using quotation marks while *Facebook* is Lithuanised with an apostrophe and adding a Lithuanian ending. One punctuation and writing style should be chosen for the entire website.

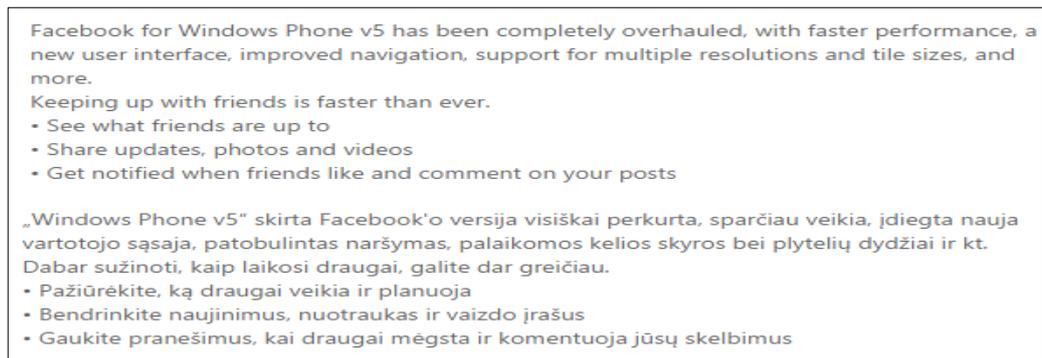


Figure 25. Illustration of Inappropriate Punctuation from English and Lithuanian Versions of the *Microsoft* Website

Choice of terminology on the *Microsoft* website in some cases sounds unnatural, for instance, the word *tapetai* (Eng. *wallpapers*) and in the same sentence the phrase *darbalaukio fonas* is used (see Figure 26). Furthermore, the name of the river (*Tennevik*) should also be localised. Although the third-person plural verbs are used on the entire website, in some cases it has been changed to the infinitive form (*eiti* instead of *eikite*). 6 cases from the *Apple* website and 17 cases from the *Microsoft* website have been selected for analysis in the **grammatical layer**. Other illustrations of this layer see Appendix 4. Further analysis of the **technological infrastructure layer** will be introduced.

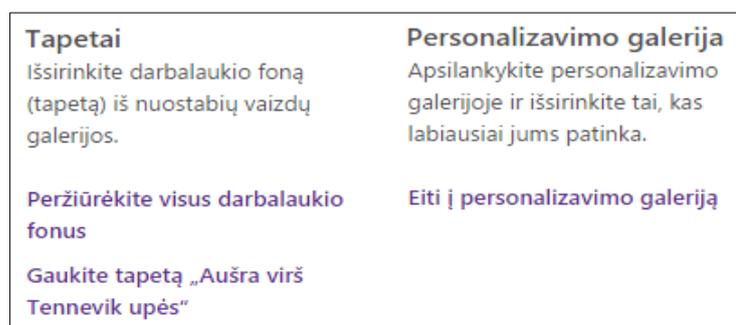


Figure 26. Illustration of an Inappropriate Terminology from the Lithuanian Version of the *Microsoft* Website

The **technological infrastructure layer** includes a proper coding, a correct direction of writing and reading, as well as the locale (the word order, date, currency, time, etc.). The user cannot see all aspects of this layer because it is the stage when the product is prepared for the process of localisation and other aspects (i.e. the locale, the character and line orientation, etc.) are just part of this layer.

The English version of the *Apple* website contains many cases when different measure units are provided and the prices of the products are written in USD. The prices of *iCloud Plans* provided in the

English website are not localised in the Lithuanian version of the *Apple* website: prices are left in dollars although they should be converted into euros. The good thing is that quotation marks and the space between a number and an abbreviation (GB and TB) are used properly in this version. Only one case was found when the same price (non-converted) was written on both websites but the English version wrote it in dollars while the Lithuanian version wrote price in euros (see Appendix 5). For example, some product in the English version costs 29 dollars while on the Lithuanian website the same product costs 29 euros. The conclusion may be done that a translator or localiser made a mistake and did not convert this price into euros. In many other cases the prices are omitted in the Lithuanian version (see Figure 27).



Figure 27. Illustration of Prices from English and Lithuanian Versions of the *Apple* Website

The example of a well performed localisation in the **technological infrastructure layer** could be a comma between a decimal scale and a centesimal scale. In one case *Apple* provides millimetres and grams next to inches and ounces (see Appendix 5). It makes the localiser’s work easier, because he or she does not need to calculate how much centimetres will be a certain amount of inches. Inches are usually translated as *coliai* in the Lithuanian version of the website although there is no such measurement in Lithuania. Inches should be localised to the Lithuanian market and written as centimetres. Nevertheless, inches could be provided too because Lithuanians are tend to measure diagonal in inches. The sign *x* as in measurements of resolution in some cases is left as *x* and in some cases it is written as *karto* (Eng. *time*) as in Figure 28.

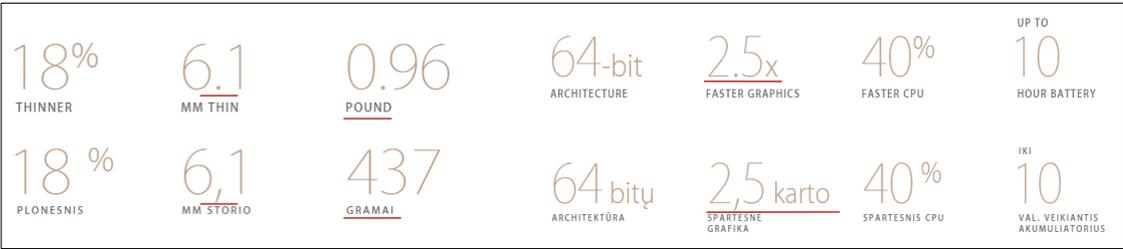


Figure 28. Illustration of Appropriate Measurements from English and Lithuanian Versions of the *Apple* Website

The proper date writing is another feature of the **technological infrastructure layer**. There are several ways to write the date. The date on the English website is written starting from the month, day and year, while in the Lithuanian version it is written starting from the year, textual month and day (see Figure 29). Further, the **graphic and iconic representation layer** of the *Microsoft* website will be analysed.

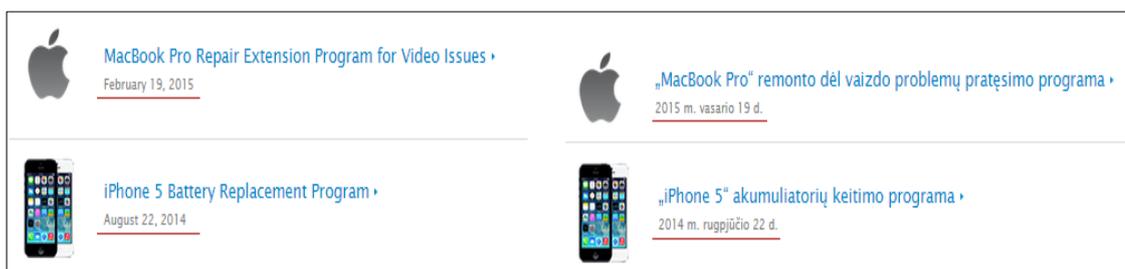


Figure 29. Illustration of Appropriate Date from English and Lithuanian Versions of the *Apple* Website

Microsoft also provides centimetres and kilograms next to inches and pounds in one case (see Figure 30). Although there are no such measurements as inches and pounds in the Lithuanian measurement system but inches are commonly used in order to determine the diagonal of computers, telephones and TVs. *Microsoft* also localised the English character between a decimal scale and a centesimal scale (these numbers are separated by the comma in Lithuania). The other case of number writing is with no comma, but it is replaced by the space (e.g. 877 000 000 population written in Lithuanian and 877,000,000 population written in English).

Height: 0.11–0.68 inch (0.3–1.7 cm)	Height: 0.11–0.68 inch (0.3–1.7 cm)	Aukštis: 0,3–1,7 cm (0,11–0,68 colio)	Aukštis: 0,3–1,7 cm (0,11–0,68 colio)
Width: 11.8 inches (30 cm)	Width: 12.8 inches (32.5 cm)	Plotis: 30 cm (11,8 colio)	Plotis: 32,5 cm (12,8 colio)
Depth: 7.56 inches (19.2 cm)	Depth: 8.94 inches (22.7 cm)	Gylis: 19,2 cm (7,56 colio)	Gylis: 22,7 cm (8,94 colio)
Weight: 2.38 pounds (1.08 kg) ³	Weight: 2.96 pounds (1.35 kg) ³	Svoris: 1,08 kg (2,38 svaru) ²	Svoris: 1,35 kg (2,96 svaru) ²

Figure 30. Illustration of Measurements from English and Lithuanian Versions of the *Microsoft* Website

The telephone numbers on the *Microsoft* website are properly localised. E.g. the telephone number for a contact with a support team in the English version of the *Microsoft* website is 0800 026 0329 and in the Lithuanian version it is 880 07 35 36.

The price written in dollars has been changed to euros but the sign of the euro is written after the number and the space is placed between the number and this sign (see Figure 31). The case when the

currency is written before the number (see Appendix 5) has been detected. One not localised feature has been detected on the Lithuanian website in the field *Naujienos* (Eng. *News*) where *Facebook* news is presented. Information about the event is provided in Lithuanian but information before colon is not localised to the Lithuanian user (e.g. *02/25/2015 by Microsoft Lietuva: Kviečiame jus keisti pasaulį su #YouthSpark Challenge iššūkiu! <...>*).

3,80 € vartotojui per mėnesį metinis įsipareigojimas	8,80 € vartotojui per mėnesį metinis įsipareigojimas	9,60 € vartotojui per mėnesį metinis įsipareigojimas
\$5.00 user/month annual commitment	\$8.25 user/month annual commitment	\$12.50 user/month annual commitment

Figure 31. Illustration of Prices from English and Lithuanian Versions of the *Microsoft* Website

One more feature of the **technological infrastructure layer** is the right font of writing. If the font is wrong, the characters of the local alphabet which differ from the original language will be written in the different font or some hieroglyphs may appear instead of them. The example of the inappropriate font is provided in Figure 32. In some cases (see Figure 21) when the font is left the same as the font in the English version, some Lithuanian letters are spelled inappropriate – see letters *ų* and *ū*.

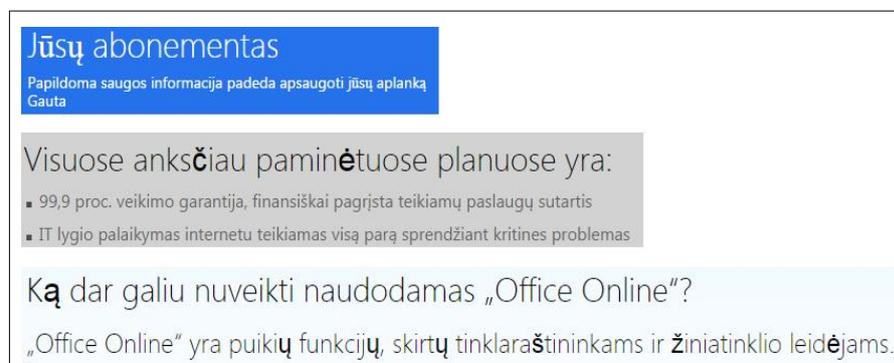


Figure 32. Illustration of Inappropriate Fonts from the Lithuanian Version of the *Microsoft* Website

The *Microsoft* website is adapted to mobile phones and tablets because when the size of the screen is minimised the size of the image does change, i.e. you can see the full view in the smaller window. The *Apple* website is not adapted to mobile phones and tablets because when the size of the screen is minimised the size of the screen view does not change, i.e. you cannot see the full view in a smaller window and the user has to scroll to the left in order to see all images or the text.

Analysis of the **technological infrastructure layer** has revealed that the *Microsoft* website should pay more attention to localisation of this layer because there are many features that should be localised

to the Lithuanian market. 32 cases from the *Apple* website and 27 cases from the *Microsoft* website have been selected for analysis in this layer. Other illustrations of the **technological infrastructure layer** see Appendix 5. Further, the localisation analysis of the **cultural layer** on *Apple* and *Microsoft* websites will be presented.

2.4. Textuality

The third level of the website analysis is **textuality**. This level comprises **hypertext** and **moving illustrations** which are essential to websites in order to attract the user and to provide important information about the products and/or services. The user does not read all the information provided on the website and then a hyperlink helps: the reader can decide which information is important and read it by pressing *Learn more* or other kind of the hyperlink. 58 cases from the *Apple* website and 35 cases from the *Microsoft* website have been selected for analysis of the **textuality** level.

Hypertext and hyperlinks appear more often on the websites because there is an increasing number of digital content. The hyperlink *Learn more* (Lith. *Sužinok daugiau*) is very common on the *Apple* website although the Lithuanian version of this website sometimes does not provide this hyperlink. It is a better option to exclude a hyperlink than provide a link to the English version of the website. In many cases a hyperlink is provided in blue letters but both *Apple* and *Microsoft* websites include links in the grey colour as a simple text (see Figure 33).

Mac	Accessories	Mac	Priedai
MacBook Air	Magic Mouse	MacBook Air	AirPort Express
MacBook Pro	Magic Trackpad	MacBook Pro	AirPort Extreme
Mac mini	Apple Wireless Keyboard	Mac mini	AirPort Time Capsule
iMac	Thunderbolt Display	iMac	
iMac with Retina 5K display	AirPort Express	Mac Pro	OS X
Mac Pro	AirPort Extreme	Palygink visus „Mac“	OS X Yosemite
Compare all Mac models	AirPort Time Capsule		
	OS X		
	OS X Yosemite		
	OS X Server		

Figure 33. Illustration of Hyperlinks from English and Lithuanian Versions of the *Apple* Website

Hyperlinks as well as the whole website provide multimedia elements: audio, icons, animation, graphics, etc. Both of the websites provide internal hyperlinks – they redirect the user to the same website but to a different page. Since *Apple* and *Microsoft* websites have website maps, implicit hyperlinks are provided in order to present a global cohesion of the hypertext.

The *Learn more* hyperlinks are very important to the user in order to achieve additional information about the products or services. In many cases both websites illuminate these hyperlinks or leave them with a link to information provided in English. In such cases, the user cannot get the most

important information in his/her own language. For example, this hyperlink (see Figure 34) on the Lithuanian version of the *Microsoft* website opens the *Skype* website although there is no warning that this hyperlink will provide information in English. 46 cases from the *Apple* website and 27 cases from the *Microsoft* website have been selected for analysis of **hypertext**. Other **hypertexts** provided on *Apple* and *Microsoft* websites see Appendix 6.



Figure 34. Illustration of the English Hyperlink in the Lithuanian Version of the *Microsoft* Website

The *Apple* website includes **moving illustrations** while presenting its products and services, telephones, computers, data, etc., although, it is difficult to provide these images in the printed work. The blue colour is added and the orange colour is excluded and all design in general is changed in this example (see Figure 35). Even numbers and measure units are adapted to the Lithuanian market. Although these changes are appropriate, not everything has been done: names of products (*Thunderbolt*, *ExpressCard*, *FireWire 800*) should be written in quotation marks.

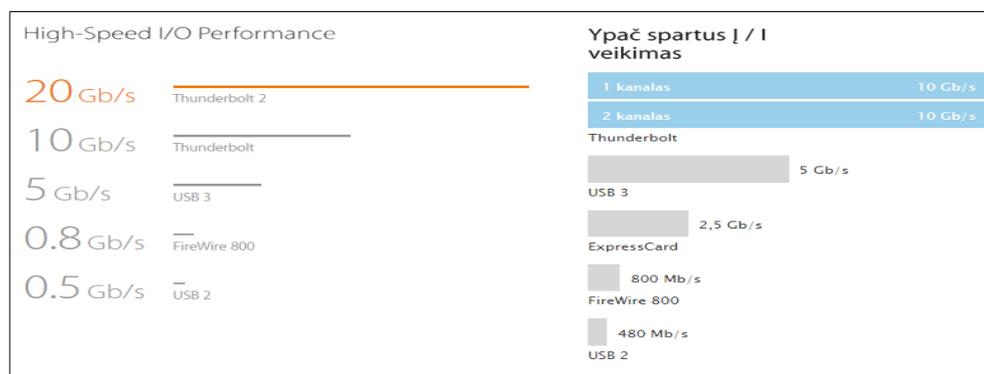


Figure 35. Illustration of the Moving Image from English and Lithuanian Versions of the *Apple* Website

The *Microsoft* website also provides **moving illustrations** of computers, telephones, other products and services. This example includes the unchanged image and the original text (see Figure 36) from the English version of the *Microsoft* website. This image does not provide additional information to the user and there is no warning that this hyperlink will provide information in English. 12 cases from the *Apple* website and 8 cases from the *Microsoft* website have been selected for analysis of **moving illustrations**. Other images selected see Appendix 7.



Figure 36. Illustration of *Skype* from English and Lithuanian versions of the *Microsoft* Website

Analysis of **textuality** on *Apple* and *Microsoft* websites has revealed that more attention has to be paid for localisation on this layer because users want to get all information needed in their own language. Moving illustrations are a good way to attract the reader and capture his or her attention to the products or services.

After analysis of three Brügger's elements and 8 layers of localisation according to Chroust's pyramid, it can be stated that visual illustrations have not been changed in 125 cases (90 cases on the *Apple* website and in 35 cases on the *Microsoft* website). Visual illustrations have been changed in 42 cases (18 cases on the *Apple* website and 24 cases on the *Microsoft* website). Visual illustrations have not been changed but the text within them is translated in 30 cases (12 cases on the *Apple* website and 18 cases on the *Microsoft* website).

Videos provided on the *Apple* website are not transferred to the Lithuanian version of the website while the Lithuanian version of the *Microsoft* website provided 4 videos with Lithuanian subtitles and 2 videos only with English subtitles. Measurements and prices are converted on both websites (except two cases on the *Apple* website).

Only 2 spelling mistakes have been found on the *Apple* website and 30 mistakes on the *Microsoft* website (Figure 22 includes 22 mistakes). 20 hyperlinks out of 46 are excluded in the Lithuanian version of the *Apple*.

The most successful localisation results are achieved in the **textual environment** level on both websites because two layers (the **semantic layer** and the **technological infrastructure layer**) have

been fully localised while the **grammatical layer** still needs to be further improved on the *Microsoft* website.

The **media environment** provided the biggest amount of examples, illustrating the inappropriately accomplished localisation because all three layers (under analysis **cultural layer**, **social and communicational layer** and **graphic and iconic representation layer**) include mainly visual images and the majority of visual illustrations is not localised on both websites (125 cases).

The **textuality level (hypertext and moving illustrations)** needs to be further improved as well because 20 hyperlinks provided on the *Apple* website are not transferred to the Lithuanian version of the website. Unfortunately, **moving illustrations** are transferred to Lithuanian versions from original versions of *Apple* and *Microsoft* websites.

The most successful localisation results are achieved on the *Microsoft* website and in the **textual environment** level. The **media environment** and the **textuality** level still need to be further improved. Further the conclusions after localisation analysis of two IT websites (*Apple* and *Microsoft*) are provided.

CONCLUSIONS

The conclusions presented below are the confirmation of the objectives formulated in the introduction: (1) to compare Lithuanian and English versions of *Apple* and *Microsoft* websites and to analyse appropriate and inappropriate cases of localisation on these websites; (2) to determine which level achieved the most successful and the most unsuccessful localisation results; (3) to determine which website achieved the most successful localisation results. After completion of the research, the following **conclusions** could be drawn:

1. The process of localisation is very complicated and long. Although *Apple* and *Microsoft* websites are IT websites and they occupy the first positions in global ratings, localisation is not the strongest area of these websites.
2. The localisation analysis of *Apple* and *Microsoft* websites according to three Brügger's elements and six Chroust's layers has revealed the following tendencies:
 - the most successful localisation results are achieved in the **textual environment** level on both websites. The **technological infrastructure layer** the **semantic layer** have been fully localised on both websites while the **grammatical layer** still needs to be further improved on the *Microsoft* website;
 - the biggest amount of examples, illustrating the inappropriately accomplished localisation has been detected in the **media environment** because the three layers under analysis include mainly visual images and, unfortunately, the majority of images is not localised on both websites;
 - the **textuality level** needs to be further improved as well: many hyperlinks provided on the *Apple* website are not transferred to the Lithuanian version of the website. **Moving illustrations** are transferred to Lithuanian versions from original versions of *Apple* and *Microsoft* websites.
3. Generally it could be stated that the *Microsoft* website is localised better and the most successful localisation results are achieved in the **textual environment** level. The **media environment** and the **textuality** level still need to be further improved on both websites.

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APPENDICES

APPENDIX 1

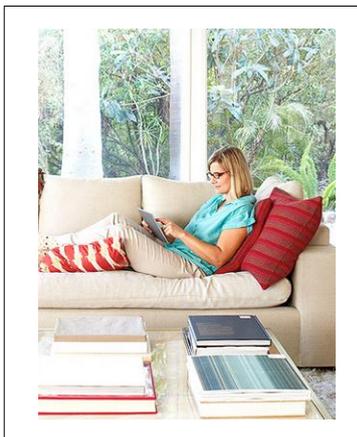
CULTURAL LAYER

Illustrations from the *Apple Website*:

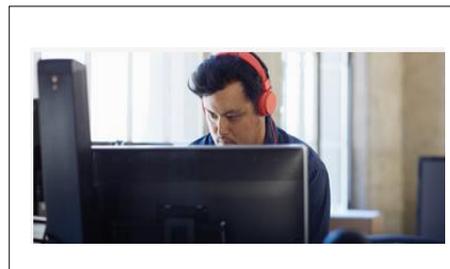
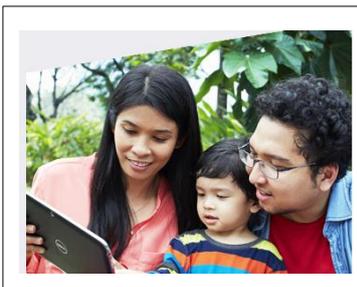




Illustrations from the *Microsoft* Website:



<p>For work For home</p> <p>Full apps across devices. Get Office 365 Business.</p>	<p>Bring your data to life with a free trial of Power BI.</p>	<p>See how the Microsoft Cloud empowers cancer researchers.</p>
<p>Pristatome dar geriau pagal poreikius pritaikomą šmanųjį telefoną.</p>	<p>Atsiųskite naujausią „Windows“ skirtą naršyklę.</p>	<p>Bendraukite per „Skype“ iš bet kokio įrenginio.</p>



Get the sync apps
 Want to move or sync files between your Windows Phone 8 and a computer? You have options.

Gaukite sinchronizavimo programėles
 Norite perkelti arba sinchronizuoti failus „Windows Phone 8“ ir kompiuteryje? Yra būdų tai atlikti.

Why you'll love Windows 8.1

Upgrade to a device running Windows 8.1 and discover new ways to personalize, a wide variety of apps, and your familiar desktop.

[Upgrade](#)

[Learn more](#)

Kodėl jums patiks Windows 8.1

Atnaujinkite įrenginį, kuriame paleista „Windows 8.1“, ir išsiaiškinkite, kaip dar galima pritaikyti jį asmeniniams poreikiams, naudokite daug įvairių programėlių ir įprastinį darbalaukį.

[Versijos naujinimas](#)

[Sužinokite daugiau](#)

Personal and productive email

Outlook.com is a free email service built to keep you connected across your devices with powerful organizational tools and a suite of Microsoft apps and services.

Asmenišką ir produktyvą el. paštą

„Outlook.com“ yra nemokama el. pašto paslauga, kuri padės palaikyti ryšį su visais jums svarbiais žmonėmis.

[Prisiregistruoti](#)

Xbox on Windows is your entertainment hub

Xbox is your complete entertainment centre in the cloud, giving you access to your games, music, films, iTunes libraries and more – both at home and on the go.

Xbox Games

Xbox Games has the titles you want and new arrivals every day. You can use touch with many games for a more immersive experience. And with Xbox Service, you can psych out your friends, rocket up the leader board and more.

„Xbox“ sistemoje „Windows“ – tai jūsų pramogų centras

„Xbox“ – tai įspūdingas pramogų centras debesyje, kuriame galite mėgautis žaidimais, muzika, filmais, „iTunes“ bibliotekomis ir ne tik. Namuose ir kelyje.

Xbox Games

„Xbox Games“ rasite jus dominančius žaidimus, o kasdien rasite vis naujų. Daugelį žaidimų galite žaisti naudodami jutiklinį valdymą, todėl įspūdžiai bus dar stipresni. O naudodamiesi „Xbox“ paslauga galėsite žaisdami erzinti savo draugus, įsiveržti tarp lyderių ir t. t.

Tweak until it's perfect

Customise Windows and make it yours. Choose your Start screen background, pin your favourite apps, games, folders, profiles or websites and organise it how you want. Josh tweaks everything until it's just right. Much like he does with his restaurants' menus.

Pasirinkite tai, ko jums reikia

Pritaikykite „Windows“ pagal savo poreikius. Pasirinkite pradžios ekrano foną, prisekite mėgstamiausias programėles, žaidimus, aplankus, profilius ar svetaines ir sutvarkykite viską pagal save. Josh suderina viską iki smulkmenų. Kaip ir savo restoranų meniu.

How can we help you?

Browse or search for the info you need. Or ask for help in the forums or from our support professionals.

Kuo galime jums padėti?

Naršykite arba ieškokite reikiamos informacijos. Arba teiraukitės pagalbos forumuose ar klauskite mūsų pagalbos tarnybos specialistų.

Make it personal

Personalize your device with a Windows theme, featuring a full set of images, color scheme, and sounds.

[See all themes](#)

Pritaikykite asmeniniams poreikiams

Pritaikykite įrenginį asmeniniams poreikiams pasirinkdami labiausiai patinkančią „Windows“ temą su daugybe vaizdų, spalvų ir garsų.

[Peržiūrėkite visas temas](#)

Unlock apps on Windows 8.1

With the apps you need, you'll be able to do so much more. If you want apps, you need a device running Windows 8.1.

[Start exploring](#)

Atrakinkite programėles „Windows 8.1“

Turėdami reikiamas programėles galėsite nuveikti daug daugiau. Jeigu norite programėlių, jums reikia įrenginio, kuriame veikia „Windows 8.1“.

[Pradėti naršyti](#)

From Start to desktop to touch, it's never been easier

With Windows 8.1, you can start from the desktop you've always known or the modern Start screen with apps as Live Tiles. You can use touch, your mouse or the keyboard – whatever's easier. And you can use the accessories you want because Windows is compatible with nearly all of them. Plus, you can search your PC, the web, the cloud and apps at the same time with Bing Smart Search. Just access the Search charm from the right side of your screen.

Viskas gerokai paprasčiau – pradėdami pradžios ekranu, darbalaukiu ir jutikliniu valdymu

„Windows 8.1“ galite naudoti įprastu, gerai žinomu darbalaukiu arba moderniu pradžios ekranu su programėlėmis, kurios pateikiamos kaip sąveikiosios plytelės. Galite naudoti jutiklinį valdymą, pelę arba klaviatūrą – kaip jums patogiau. Be to, galite naudoti norimus priedus, nes „Windows“ yra suderinama kone su visais priedais. Be to, galite vienu metu ieškoti kompiuteryje, žiniatinklyje, debesyje ir programėlėse naudodami „Bing“ intelektualiąją iešką. Tiesiog naudokitės dešinėje ekrano pusėje esančiu pagrindiniu ieškos mygtuku.

SOCIAL AND COMMUNICATIONAL LAYER

Illustrations from the *Apple* Website:



Mail, Calendar, Contacts, Notes, and Reminders.

With iCloud, you now have your inbox, calendar, contacts, and other important information in your pocket and on your desktop. When you delete an email, add a calendar event, update a contact, edit a note, or check off a to-do item, iCloud makes the changes everywhere.

Paštas, kalendorius, kontaktai, pastabos ir priminimai.

Su „iCloud“ tavo el. paštas, kalendorius, kontaktai ir kita svarbi informacija yra ir kišenėje, ir kompiuterio ekrane. Kai panaikini el. laišką, į kalendorių įtrauki įvykį, atnaujini kontakto informaciją, redaguoji pastabą arba pažymi atliktą užduotį, „iCloud“ visur atnaujina duomenis.

Safari and iCloud Keychain.

Start surfing on your iPhone and pick up where you left off on your Mac or iPad — or vice versa. And don't worry about remembering all those passwords for websites or apps. iCloud Keychain keeps track of your account names, passwords, and credit card numbers.

„Safari“ ir „iCloud Keychain“.

Pradėk naršyti „iPhone“ ir tęsk „Mac“ ar „iPad“ arba atvirkščiai. Ir nesivargink įsiminti visų tų svetainių ar programų slaptažodžių. „iCloud Keychain“ įsimena tavo paskyrų vardus, slaptažodžius ir kredito kortelių numerius.

Find My iPhone, iPad, or Mac.

Lost your iPhone? Can't find your iPad? Misplaced your MacBook Air? iCloud can help you get them back. If it looks like that's not going to happen, iCloud makes it hard for anyone who's not you to use or sell your device.

Rask savo „iPhone“, „iPad“ arba „Mac“.

Pametei „iPhone“? Nepajėgi rasti „iPad“? Kažkur nukišai „MacBook Air“? „iCloud“ padės juos rasti. O jei kartais nepavyktų atgauti įrenginio, „iCloud“ pasirūpins, kad kiti asmenys negalėtų jį naudotis arba jį parduoti.

Backup.

You have all sorts of important stuff on your iPhone, iPad, and iPod touch, like your photos and videos. iCloud automatically backs it up daily anytime your device is plugged in and connected to Wi-Fi. You don't have to do a thing. And you can use your backup to restore your device or set up a new one.⁵

Atsarginė kopija.

Juk „iPhone“, „iPad“ ir „iPod touch“ saugai visokių svarbių dalykų, tarkim, savo nuotraukas ir vaizdo įrašus. „iCloud“ automatiškai sukuria atsargines kopijas, kai prijungi įrenginį prie elektros ir „Wi-Fi“ ryšio tinklų. Tau nieko nereikia daryti. O naudodamas atsarginę kopiją, galėsi atkurti įrenginio duomenis arba perkelti į naują įrenginį.⁵

<p>Click Press down anywhere to click. Or, with Tap to Click enabled, tap the trackpad.</p>	<p>Double-click Press down two times anywhere. Or, with Tap to Click enabled, double-tap the trackpad.</p>	<p>Tap to zoom Double-tap the trackpad with two fingers to magnify a web page or PDF.</p>	<p>Two-finger scroll Slide two fingers up or down the trackpad to scroll through documents, websites, and more.</p>	<p>Swipe to navigate Flip through web pages, documents, and more like thumbing pages in a book.</p>	<p>View Mission Control Swipe up on the trackpad to get a bird's-eye view of everything running on your Mac.</p>
<p>Spustelėk Spustelėk paspausdamas bet kurią vietą. Arba, jei įjungta funkcija „Paliesk, kad spustelėtum“, paliesk manipuliatorių.</p>	<p>Spustelėk dukart Dukart paspausk bet kurioje vietoje. Arba, jei įjungta funkcija „Paliesk, kad spustelėtum“, dukart paliesk manipuliatorių.</p>	<p>Paliesk, kad didintum arba mažintum Dviem pirštais du kartus paliesk manipuliatorių, kad padidintum tinklalapį ar PDF failą.</p>	<p>Slink dviem pirštais Brūkštelėk dviem pirštais aukštyn arba žemyn manipuliatoriumi, kad slinktum per dokumentus, svetaines ar kt.</p>	<p>Stumtelėk, kad naršytum Peržvelk tinklalapius, dokumentus ir kt. braukdamas nykščiu, lyg verstum knygos puslapius.</p>	<p>Peržiūrėk „Mission Control“ Stumtelėk manipuliatoriumi, kad galetum apžvelgti visas veikiančias „Mac“ programas lyg iš paukščio skrydžio.</p>

iCloud.
Everything you need. Anywhere you need it.
iCloud.
Viskas, ko reikia. Visur, kur reikia.

Engineered to the very last detail. And then some.

Viskas apgalvota. Ir dar daugiau.

Creating such a stunningly thin design took equally stunning feats of technological innovation. We meticulously designed and engineered everything about iMac from the inside out. The result is an advanced, elegant all-in-one computer that's as much a work of art as it is state of the art.

[Learn more >](#)

Kuriant tokį neįtikėtinai ploną korpusą prirėkė kelių tokių pat neįtikėtinų technologinių naujovių. Iš naujo pergalvojome ir perkūrėme visus „iMac“ komponentus. Rezultatas yra šiuolaikinis, elegantiškas „viskas viename“ kompiuteris, savotiškas meno kūrinys.

[Sužinok daugiau >](#)

Great built-in apps for work and play.

Every new Mac comes with iPhoto, iMovie, GarageBand, Pages, Numbers, and Keynote. So you can be creative with your photos, videos, music, documents, spreadsheets, and presentations right from the start. These apps have been updated to match the beautiful design of OS X Yosemite. You also get great apps for email, surfing the web, sending texts, and making FaceTime calls — there's even an app for finding new apps.

[Learn more >](#)

Puikios integruotos programos darbui ir pramogai.

Kiekviename naujame „Mac“ yra „iPhoto“, „iMovie“, „GarageBand“, „Pages“, „Numbers“ ir „Keynote“. Kad galėtum dar kūrybiškiau naudoti savo nuotraukas, vaizdo įrašus, muziką, dokumentus, skaičiuokles ir prezentacijas. Šios programos buvo atnaujintos, kad derėtų prie nuostabiojo „OS X Yosemite“ dizaino. Taip pat gauni puikių el. pašto, interneto naršymo, pranešimų siuntimo, „FaceTime“ skambučių programų – yra net naujų programų paieškos programa.

iCloud stores your content and lets you access your music, photos, calendars, contacts, documents, and more from whatever device you're on. So if you take a picture with your iPhone or make changes to your meeting schedule on your iPad, iCloud makes sure everything appears on your Mac, too. And it works both ways — create a to-do list on your Mac and you can make edits to it on your iPhone.⁵

[Learn more about iCloud >](#)

„iCloud“ saugo tavo failus ir naudojame įrenginyje leidžia pasiekti muziką, nuotraukas, kalendorius, adresatus, dokumentus ir dar daugiau. Taigi, jei nufotografavai nuotrauką „iPhone“ arba keitei susitikimų tvarkaraštį savo „iPad“, „iCloud“ perkels visus pakeitimus į tavo „Mac“. Be to, jis veikia naudojant abu įrenginius – galima sukurti užduočių sąrašą su „Mac“, o redaguoti su „iPhone“.⁵

[Sužinok daugiau apie „iCloud“ >](#)

Vivid, true-to-life color. Every time.

Everything you see on the big, glossy display — from skin tones and dark shadows to bright blue skies and green fields — is rich and vibrant. And the colors are more true to life, too. That's because every iMac display is individually color-calibrated using state-of-the-art spectroradiometers to match color standards recognized around the world.

Ryškos, tikroviškos spalvos. Kiekvieną kartą.

Viskas, ką matai dideliame, blizgiame ekrane – nuo odos atspalvio ir tamsių šešėlių iki šviesaus, mėlyno dangaus ir žalių pievų – rodoma sodriai ir ryškiai. Ir spalvos – tikroviškesnės. Taip yra todėl, kad kiekviename „iMac“ ekrane sukalibruotos spalvos, naudojant šiuolaikiškus spektrometrus, leidžiančius pasiekti visame pasaulyje pripažintus spalvų standartus.



Up to 1TB of flash storage.

For maximum performance, you can configure iMac with up to 1TB of flash storage (up to 512GB on the 21.5-inch iMac) instead of a traditional hard drive.¹ This flash storage delivers up to 5x the performance of a traditional drive² — speed you'll notice when you start up your iMac, launch an app, or browse your photo library.



Iki 1 TB „flash“ atmintis.

Maksimaliam „iMac“ našumui gali vietoj įprasto standžiojo disko konfigūruoti 1 TB „flash“ atmintį (iki 512 GB 21,5 colio „iMac“).¹ „Flash“ atmintis yra iki 5 kartų našesnė nei tradicinis standusis diskas² – greitį pastebėsi įjungęs savo „iMac“, paleidęs programą arba naršydamas savo nuotraukų galeriją.



Fast, fluid graphics. Power that performs beautifully.

iMac graphics are powerful across the board. Whether you choose fast integrated Intel HD Graphics 5000, even faster Intel Iris Pro Graphics, or incredibly fast NVIDIA discrete graphics, you'll experience 3D games and HD videos with more speed and responsiveness than ever before.

[Learn more about graphics performance >](#)



Sparti ir sklandi grafika. Gražiai veikianti galia.

„iMac“ grafika daug galingesnė nei kitų stalinių kompiuterių. Pasirinkęs integruotą „Intel HD Graphics 5000“, dar spartesnę „Intel Iris Pro Graphics“ arba neįtikėtinai sparčią NVIDIA diskrečiąją grafiką, matai daugiau žaidimus 3D žaidimus, be to, gali redaguoti HD vaizdo įrašus greičiau ir subtiliau nei kada nors įsivaizdavai.



Up to a 3TB hard drive.

Go ahead and take all the photos, buy all the music, and shoot all the video you want. A 1TB hard drive comes standard, with the option to upgrade to a massive 3TB hard drive.¹



Iki 3 TB talpos standusis diskas.

Nesirūpink, tils visos tavo padarytos nuotraukos, įsigyti muzikos kūriniai ir nufilmuoti vaizdo įrašai. 1 TB standusis diskas yra įprastas standusis diskas, kurį galima pakeisti į didelį 3 TB standųjį diską.¹

FaceTime HD camera for high-resolution video calls.

Get everyone in the picture with crisp, widescreen HD video. The built-in 720p FaceTime HD camera lets you make video calls that are so clear, it seems like everyone's in the same room. Make FaceTime calls from your iMac to any FaceTime-enabled Mac, iPhone, iPad, or iPod touch.⁴

„FaceTime“ HD kamera, skirta didelės raiškos vaizdo skambučiams.

Užfiksok visus aiškius plačiaformačių HD vaizdo įrašus. Integruota 720p „FaceTime“ HD kamera leidžia atlikti tokius aiškius vaizdo skambučius, kad atrodo, jog visi pašnekovai yra tame pačiame kambaryje. Skambink naudodamas „FaceTime“ skambučių funkciją iš savo „iMac“ į bet kurį „Mac“, „iPhone“, „iPad“, „iPod touch“ įrenginį, kuriame įjungta „FaceTime“.⁴

Have Genius call the tunes.

There's another way to get a good mix of music on iPod shuffle: Let Genius do the work. Activate Genius in iTunes on your computer, and it automatically finds songs that sound great together. Then it creates Genius Mixes, which you can easily sync to your iPod shuffle. It's the perfect way to rediscover songs you haven't listened to in forever.

Tegu „Genius“ iškviečia gabalus.

Yra kitas būdas sukurti gerą muzikos rinkinį „iPod shuffle“: tegu tai padaro „Genius“. Kompiuteryje įjunk „iTunes“ funkciją „Genius“ ir ji automatiškai ras puikiai derančias dainas. Tada sukurs „Genius“ rinkinius, kuriuos galėsi lengvai sinchronizuoti su „iPod shuffle“. Tai puikus būdas iš naujo atrasti dainas, kurių jau seniai nesiklausėi.

Compare iPad models.

Need more details?
[Jump to the full comparison chart >](#)

Palygink „iPad“ modelius.

Reikia daugiau informacijos?
[Eik į išsamią palyginimo lentelę >](#)

iMac comes loaded with iPhoto, iMovie, GarageBand, Pages, Numbers, and Keynote. So you can do more with your photos, videos, music, documents, spreadsheets, and presentations right from the start. These apps have been updated to match the beautiful design of OS X Yosemite. And you also get great apps for sending email, managing your schedule, and automatically backing up your Mac.

There's even an app for shopping for new apps at the Mac App Store.

[Learn more about built-in apps >](#)

„iMac“ pripildytas programų: „iPhoto“, „iMovie“, „GarageBand“, „Pages“, „Numbers“ ir „Keynote“. Kad galėtum dar daugiau nuveikti su savo nuotraukomis, vaizdo įrašais, muzika, dokumentais, skaičiuoklėmis ir prezentacijomis. Šios programos buvo atnaujintos, kad derėtų prie nuostabiojo „OS X Yosemite“ dizaino. Taip pat gauni ir pašto, tvarkaraščio ir automatinio tavo „Mac“ atsarginės kopijos kūrimo programas. Yra net naujų programų pirkimo „Mac App Store“ programa.

Desktop-class architecture. No desktop required.

Don't let its size fool you. iPad mini 3 is powered by an A7 chip with 64-bit desktop-class architecture. A7 delivers amazing processing power without sacrificing battery life. So you get incredible performance in a device you can take with you wherever you go.

[Learn more about Performance >](#)

Kompiuterių klasės architektūra. Ne staliniam kompiuteryje.

Neapsigauk dėl dydžio. „iPad mini 3“ varo A7 lustas su 64 bitų stalinio kompiuterio klasės architektūra. A7 lustas užtikrina nuostabią apdorojimo galią netrumpindamas akumulatoriaus veikimo laiką. Taigi gauni ypač našų įrenginį, kurį gali bet kur pasiimti su savimi.

No project is too massive.

If you're a video editor, imagine using a single port to connect high-performance storage, a 4K display, and high-bit-rate video capture devices to handle all the post-production for a feature film. Thunderbolt I/O technology allows you to daisy-chain up to six Thunderbolt peripherals, including an Apple Thunderbolt Display and the Promise Pegasus 2 RAID or LaCie 2big disk.

And with Thunderbolt standard on every Mac, you can easily share high-performance peripherals among your Mac computers. You can even use a Thunderbolt cable to create a fast 10Gb/s link between Mac computers, thanks to IP over Thunderbolt support in OS X.

Per didelių projektų nebūna.

Jei redaguoji vaizdo įrašus, įsivaizduok, kas būtų, jei visus filmo redagavimo procesus atliktum naudodamas per vieną prievadą prijungtą našią saugyklą, 4K ekraną ir didelės spartos vaizdo įrašymo įrenginius. „Thunderbolt“ įvesties / išvesties technologija leidžia nuosekliai sujungti iki šešių „Thunderbolt“ periferinių įrenginių, įskaitant „Apple Thunderbolt“ ekraną ir „Promise Pegasus 2 RAID“ arba „LaCie 2big“ diską.

O turint omenyje, kad „Thunderbolt“ yra integruotas į kiekvieną „Mac“, gali bendrinti našius periferinius įrenginius keliuose „Mac“ kompiuteriuose. Be to, sistemoje „OS X Mavericks“ per „Thunderbolt“ palaikomo IP funkcija leidžia naudojant „Thunderbolt“ laidą sukurti spartų 10 Gb/s ryšį tarp „Mac“ kompiuterių.

Apps designed for iPad. And everything you want to do with it.

iPad mini 3 comes with powerful apps for the things you do every day, like surfing the web, checking email, editing movies and photos, writing reports, and reading books. And there are hundreds of thousands of apps on the App Store, each designed specifically for the large Retina display (instead of stretched-out phone apps). So whether it's photography, gaming, traveling, or managing your finances, you'll find an app that will help you do it better.

[Learn more about Apps >](#)

Programos, sukurtos „iPad“. Ir viskam, ką nori juo nuveikti.

„iPad mini 3“ yra galingų programų, skirtų kasdieniams dalykams, pavyzdžiui, naršyti internete, tikrinti paštą, redaguoti filmus ir nuotraukas, rašyti ataskaitas ir skaityti knygas. O „App Store“ yra šimtai tūkstančių programų, specialiai sukurtų dideliam „Retina“ ekranui (o ne šiaip padidintų telefono programų). Todėl nesvarbu, ką veiksi – fotografuoti, žaidi, keliauji ar tvarkai savo finansus – rasi tam skirtą programą, kurią viską atliksi geriau.

Security based on a one-of-a-kind design: your fingerprint.

iPad Air 2 comes with our breakthrough Touch ID technology. It gives you an unprecedented level of security because it uses nature's most perfect password: your fingerprint. So with just one touch, you can instantly unlock your iPad Air 2. But Touch ID goes beyond that. You can also make secure purchases in iTunes, iBooks, and the App Store. And with Apple Pay, you can unlock an entire world of online shopping that's fast, convenient, and secure.

[Learn more about Touch ID >](#)

Unikalus apsaugos kodas – tavo piršto atspaudas.

„iPad Air 2“ įdiegta mūsų revoliucinė „Touch ID“ technologija. Ji užtikrina neįtikėtiną lygį apsaugą, nes naudoja tobuliausią gamtos sukurtą slaptąžodį – tavo piršto atspaudą. Vos vienu palietimu gali žaibiškai atrakinti savo „iPad Air 2“. „Touch ID“ gali dar daugiau. Taip pat galėsi saugiai pirkti iš „iTunes“, „iBooks“ ir „App Store“.

Advanced wireless. Do more in more places.

iPad mini 3 keeps you connected faster than ever. In more locations than ever. Two antennas and MIMO technology give iPad mini incredible Wi-Fi performance. And the Wi-Fi + Cellular model supports fast cellular networks around the world — including LTE networks. So you can download content, stream video, browse the web, and share documents with AirDrop at amazing speeds.

[Learn more about Wireless >](#)

Pažangus belaidis ryšys. Nuveik daugiau kur bebūtum.

„iPad mini 3“ užtikrina spartesnį ryšį nei bet kada anksčiau. Dar daugiau vietų. Dvi antenos ir MIMO technologija užtikrina neįtikėtiną „iPad mini“ „Wi-Fi“ našumą. „Wi-Fi + Cellular“ modelis palaiko spartų mobiliojo tinklo ryšį visame pasaulyje. Naudodamas „AirDrop“, gali neįtikėtinu greičiu atsisiųsti turinį, transliuoti vaizdo įrašus, naršyti internete ir dalytis dokumentais.

Whatever you want to watch, you'll find it on Apple TV. Blockbuster movies and binge-worthy TV series. Your favorite college and professional sports. Breaking news and weather. Fun stuff just for kids. Educational programming, music concerts, and more. With new channels being added all the time, there's always something good on TV.

Kad ir ką norėtum žiūrėti, rasi tai „Apple TV“. Populiariausi filmai. Mėgstamiausios mėgėjų ir profesionalų sporto varžybos. Naujausios žinios. Smagios laidos vaikams. Mokomosios programos, muzikos koncertai ir dar daugiau. Nuolat pridėdame naujų kanalų, todėl televizorius visuomet rodo ką nors įdomaus.

Small in size. Big on entertainment.

Apple TV gives you access to the biggest names in entertainment, in up to 1080p HD. Just plug it in and enjoy a whole world of movies, TV shows, sports, music, and more. And you can show anything that's on your iOS device or Mac on your HDTV with AirPlay.

Mažas dydžiu. Didis pramogomis.

Su „Apple TV“ galite mėgautis geriausiomis pramogomis net 1080p HD raiška. Tiesiog įjunk ir mėgautis viso pasaulio filmais, sporto renginiais, muzika ir kt. Ir viską, kas rodoma tavo „iOS“ įrenginyje arba „Mac“, gali rodyti HDTV su „AirPlay“.

What is Apple TV? The entertainment you love. At your command.

Apple TV gives you access to tons of great HD content in a tiny package. Enjoy blockbuster movies, TV shows, live sports and news, your music, photos, and more — right on your high-definition TV. You can even play content from your iOS devices or Mac on your TV using AirPlay. Best of all, Apple TV is just \$99.

[Learn more >](#)

Kas yra „Apple TV“? Pramogos, kurias mėgsti. Pagal tavo komandas.

„Apple TV“ suteikia prieigą prie didžiulės apimties HD turinio nedideliame pakete. Mėgautis populiariausiais filmais, tiesioginėmis sporto transliacijomis ir naujienomis, savo muzika, nuotraukomis ir dar daugiau tiesiog savo didelės raiškos televizoriuje. Gali netgi rodyti turinį televizoriuje iš „iOS“ įrenginių arba „Mac“ naudodamas „AirPlay“.

[Sužinok daugiau >](#)

Your favorite artists. Headlining in your living room.

Tavo mėgstamiausi atlikėjai.
Groja tavo namų svetainėje.

Welcome to Apple Support

Learn about Apple products, view online manuals, get the latest downloads, and more. Connect with other Apple users, or get service, support, and professional advice from Apple.

Sveiki! Čia „Apple“ palaikymo tarnyba

Gaukite informacijos apie „Apple“ produktus, peržiūrėkite internetinius vadovus, atsisiųskite naujausius failus ir t. t. Susisieki su kitais „Apple“ naudotojais arba naudokitės „Apple“ paslaugomis, gaukite pagalbos ir profesionalių patarimų.

iTunes. Everything you need to be entertained.

iTunes is the easiest way to fill your iPod nano with music, movies, TV shows, audiobooks, podcasts, and more. Just buy from the iTunes Store on your Mac or PC, or import your CD collection into iTunes. Then you can make your own playlists, create Genius playlists, choose Genius Mixes, and sync it all to your iPod nano.

[Download iTunes free for Mac and PC >](#)

„iTunes“. Viskas, ko reikia, kad būtų linksma.

„iTunes“ – tai lengviausias būdas užpildyti savo „iPod nano“ muzika, filmais, transliacijomis ir dar daugiau. Tiesiog įsigyk to, ko reikia, iš „iTunes Store“ naudodamas „Mac“ ar AK arba į „iTunes“ importuok savo diskų rinkinį. Tada galėsi kurti savo arba „Genius“ grojaraščius, pasirinkti „Genius“ derinius ir viską sinchronizuoti su „iPod nano“.

[Atsisiųsk „iTunes“ nemokamai į „Mac“ ir AK >](#)

Faster wireless. Far and wide. Spartesnis belaidis. Taip toli, taip arti.

iPhone 6 has faster LTE download speeds,* and it supports more LTE bands than any other smartphone so you can roam in more places. And when connected to Wi-Fi, you'll get up to 3x faster speeds.

[Learn more about Connectivity >](#)

„iPhone 6“ pasižymi sparčiomis belaidėmis technologijomis ir jungiasi prie tinklų visame pasaulyje. O turėdamas pažangesnį „Wi-Fi“, galėsi mėgautis neįtikėtinai sparčiu belaidžiu ryšiu.

Now you have the freedom to work with the document of your choice on the device of your choice. Because with iCloud Drive, you can safely store all your presentations, spreadsheets, PDFs, images, and other kinds of documents in iCloud. So they're always accessible from your iPhone, iPad, iPod touch, Mac, or even PC.

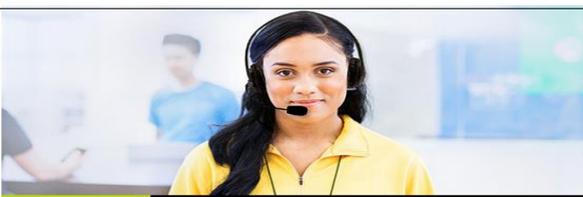
Dabar gali laisvai pasirinkti, prie kuriuo dokumento kuriuo įrenginiu dirbti. Nes „iCloud Drive“ leis saugiai laikyti visas prezentacijas, skaičiuokles, PDF failus, atvaizdus ir kitokius dokumentus „iCloud“. Todėl visada galėsi juos pasiekti savo „iPhone“, „iPad“, „iPod touch“, „Mac“ ar net PC.

Illustrations from the *Microsoft* Website:



Office

Need help choosing the right Office? Questions about installation? We're here to help. Call us at 1-877-696-7786.



Nemokama konsultacija **Reikia pagalbos renkantis tinkamą „Office“ versiją?**
Paskambinkite mums telefonu 880 07 35 36.




Darrin DeYoung
Mobile: 07700 989012

Mute the call

Use speaker phone

Put the call on hold

End the call to hang up

Switch to a video call

Use a Bluetooth accessory to go hands-free

Add another person to the call

Show the keypad

Windows 8.1, now with a new Start screen

With the new Windows, you can watch movies or play games, chat with friends, get work done with Office, access files anywhere or find your next favourite app in the Windows Store. And you can get to it all, including your familiar desktop, from the new Start screen.

„Windows 8.1“ dabar su nauju pradžios ekranu

Naudodami naująją „Windows“, galite žiūrėti filmus arba žaisti, kalbėtis su draugais, atlikti užduotis „Office“ programomis, pasiekti failus bet kurioje vietoje arba rasti kitą parankinę programėlę „Windows“ parduotuvėje. Be to, viską pasieksite naujajame pradžios ekrane, net pažįstamą darbalaukį.

Office, built around you

Just sign in to Office, and documents, preferences, and other settings follow you across your PC, tablet, phone, or the web. So anytime, anywhere, you can pick up right where you left off.

Jums pritaikytas „Office“

Tiesiog prisijunkite prie „Office“, o dokumentai, nuostatos ir kiti parametrai lydės jus asmeniniame ir planšetiniame kompiuteryje, telefone arba žiniatinklyje, todėl bet kada ir bet kur galėsite pratęsti nuo tos vietos, kur sustojote.

Your familiar desktop

From the Start screen, you're just a click away from the familiar Windows desktop you know, so you can do the same stuff you've always done.

Pažįstamas darbalaukis

Pradžios ekrane galite vienu spustelėjimu pasiekti pažįstamą „Windows“ darbalaukį ir atlikti įprastas užduotis.

Your own unique start screen

Personalize your Start screen with your favourite news, friends, social networks and apps. Customizable colours and backgrounds and four different sizes of tiles make your Windows as unique as you are.

Jūsų unikalus pradžios ekranas

Pritaikykite pradžios ekraną asmeniniams poreikiams įtraukdami parankinių naujienų, draugų, socialinių tinklų ir programėlių. Tinkinkite spalvas, foną ir rinkitės keturių skirtingų dydžių plyteles, kad jūsų „Windows“ būtų išskirtinė.

Works hard, plays hard

Windows 8.1 gives you the power to quickly browse, watch movies, play games, polish your CV and put together a killer presentation — all on a single PC. Now you can organize up to three apps on your screen at once in a single view.

Sunkiai dirba, šauniai žaidžia

„Windows 8.1“ tame pačiame kompiuteryje leis greitai naršyti, žiūrėti filmus, žaisti, tobulinti gyvenimo aprašymą ir sukurti tobulą pateiktį. Dabar viename ekrano rodinyje galite naudotis net trimis programomis.

Office when and where you need it

Install Office 365 on your PC or Mac, on tablets (including iPad and Android) and smartphones for when you're on the go, and on the web with Office Online for everywhere in between.

[Learn more](#)

„Office“ bet kada ir visur, kur norite

Įdiekite „Office 365“ asmeniniame arba „Mac“ kompiuteryje, planšetiniuose kompiuteriuose ir išmaniuosiuose telefonuose, jei keliaujate, ir naudokitės „Office Online“ internete.

[Sužinokite daugiau](#)

Tools to help you get work done

Get Office and you'll have the freedom to work virtually anytime, anywhere, on any device. Create documents with Office applications you know and trust, save them to the cloud, and edit and collaborate with others in real time with Office Online. Plus, multi-tasking split screens help you juggle when you need to, and Bing Smart Search helps you find the info fast no matter where it is.

[Learn more about Office](#)

Įrankiai, kurie padės jums dirbti

Įsigykite „Office“ ir jūs galėsite nevaržomai dirbti bet kokiame įrenginyje, kad ir kur būtumėte. Kurkite dokumentus su gerai žinomomis ir patikimomis „Office“ programomis, įrašykite juos debesyje, redaguokite ir dirbkite kartu su kitais realiuoju laiku naudodami „Office Online“. Be to, ekraną galima padalinti į kelias dalis ir imtis kelių darbų vienu metu, o „Bing“ intelektualioji ieška padeda greičiau rasti reikiamą informaciją, kad ir kur ji būtų.

[Sužinokite daugiau apie „Office“](#)



Get Office for free. Now available on Android tablets.

[Download the apps](#)



Nemokamai naudokitės „Office“. Dabar ir „Android“ planšetiniame kompiuteryje.

[Atsisiųsti programas](#)

Make it personal

Personalize your device with a Windows theme, featuring a full set of images, color scheme, and sounds.

[See all themes](#)

Pritaikykite asmeniniams poreikiams

Pritaikykite įrenginį asmeniniams poreikiams pasirinkdami labiausiai patinkančią „Windows“ temą su daugybe vaizdų, spalvų ir garsų.

[Peržiūrėkite visas temas](#)

Your go-to Office—anywhere

Whether you're working in your office or on the go, you get a familiar, top-of-the-line set of productivity tools. Office applications —always the latest versions—let you create, edit, and share from your PC/Mac or your iOS, Android, or Windows device with anyone in real time.

„Office“, kuris visur keliauja su jumis

Tiek biure, tiek kelyje galite naudoti geriausius pažįstamus produktyvumo įrankius. „Office“ taikomosios programos – visada naujausios versijos – leis kurti, redaguoti ir bendrinti iš asmeninio/„Mac“ kompiuterio arba „iOS“, „Android“ arba „Windows“ įrenginio su bet kuo realiuoju laiku.

Share and save your photos and videos

With your photos and videos safely stored in OneDrive, you, your friends, family or co-workers can see them wherever and whenever if you choose to share them.

Bendrinkite ir įrašykite nuotraukas bei vaizdo įrašus

Kai jūsų nuotraukos ir vaizdo įrašai saugiai laikomi „OneDrive“, jūs, jūsų draugai, šeimos nariai ir bendradarbiai gali juos matyti, jei nusprendžiate juos su jais bendrinti.

A small data file installed on your hard drive by websites as a way of tracking your online activity to determine your preferences and browsing history.

TIP: Not all cookies are bad, but tracking cookies can pose privacy concerns. Delete browsing data to remove cookies and keep antivirus software up to date.

Nedidelis duomenų failas, kurį svetainės įdiegia standžiajame diske, kad galėtų stebėti jūsų veiklą internete ir nustatyti, kas jums patinka, bei pasiekti jūsų naršymo istoriją.

PATARIMAS. Ne visi slapukai yra blogi, tačiau slapukų stebėjimas gali sukelti privatumo problemų. Panaikinkite naršymo istoriją, kad pašalintumėte slapukus, ir nuolat naujinkite antivirusinę programinę įrangą.

Billing questions?

Review your purchases, manage your payments, and view your statements.

[Sign in to my account](#)

Atsiskaitymo klausimai?

Peržiūrėkite savo pirkinius ir atskaitaites bei valdykite savo mokejimus.

[Prisijungti prie savo abonemento](#)

Tools for teamwork

With 1 TB of storage per user, you'll have plenty of space for all your files. Plus, because your files are stored online, you can share with people in or outside your company, from wherever you're working, whenever you need to. And with multi-party HD video, content sharing, and shared calendars, you'll always be in sync with your team.

Komandinio darbo įrankiai

Vienam vartotojui suteikiama 1 TB saugyklos vietos, taigi turėsite daugybę vietos visiems savo failams. Be to, todėl, kad jūsų failai saugomi internete, galite bendrinti su žmonėmis iš jūsų įmonės ir už jos ribų, kai tik jums to reikia, nesvarbu, iš kur dirbate. O naudodami kelių dalyvių HD vaizdą, turinio bendrinimą ir bendrinamus kalendorius, niekada neatsiliksite nuo komandos.

Get customer data on the tools you know

Office 365 for startups pairs familiar tools and applications to help improve marketing effectiveness, boost sales productivity, and enrich your customer service interactions.

Go mobile

Use Office 365 for startups on more devices than ever before, so you can connect with customers—and your data—from virtually anywhere.

Gaukite informacijos apie klientus naudodami gerai pažįstamus įrankius

Naudodami „Microsoft“ įrankius ir gerai žinomas „Office 365“ programas galėsite pagerinti rinkodaros efektyvumą, pagerinti pardavimo rodiklius ir patobulinti bendravimą su klientais.

Būkite mobilūs

„Office“ programos pasiekiamos įvairiausiuose įrenginiuose, todėl galėsite bendrauti su klientais ir pasiekti duomenis beveik iš bet kur.

Tip

If you're using a mouse and you don't see a **Close** button when you move your mouse to the top of an app, you might not have the latest update for Windows 8.1 and Windows RT 8.1. **Install the latest Windows 8.1 Update.**

Patarimas

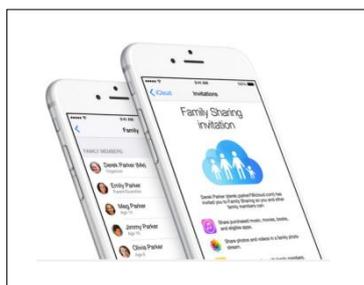
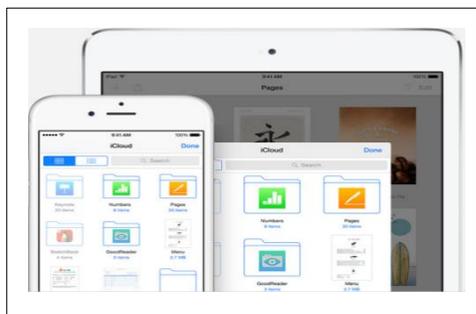
Jei naudojate pelę ir perkėlę pelės žymiklį į programėlės viršų nematote mygtuko **Uždaryti**, galbūt neturite naujausio „Windows 8.1“ ir „Windows RT 8.1“ naujinimo. Įdiekite „Windows 8.1 Update“ (KB 2919355).

Protect email communication. If you are emailing a sensitive document, password protect it in Office (just click on File → Info → Protect Document → Encrypt with Password). Alternatively, save the document in the cloud, using OneDrive for Business, and simply send a link to the select people that need the information.

Apsaugokite el. laiškus. Jei siunčiate el. paštu slaptą dokumentą, apsaugokite jį slaptažodžiu naudodami „Office“ (tiesiog spustelėkite Failas → Informacija → Apsaugoti dokumentą → Apsaugoti slaptažodžiu). Arba įrašykite dokumentą debesyje naudodami „OneDrive“ verslui ir paprasčiausiai išsiųskite saitą pasirinktiems žmonėms, kuriems reikia informacijos.

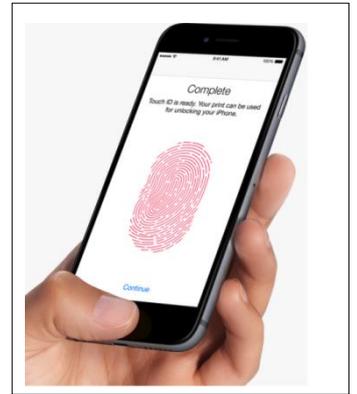
GRAPHIC AND ICONIC REPRESENTATION LAYER

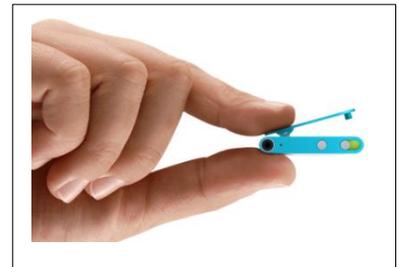
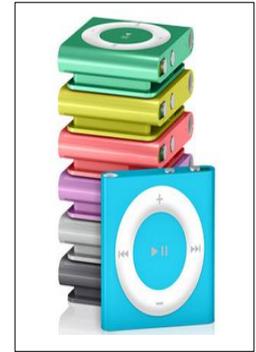
Illustrations from the *Apple Website*:

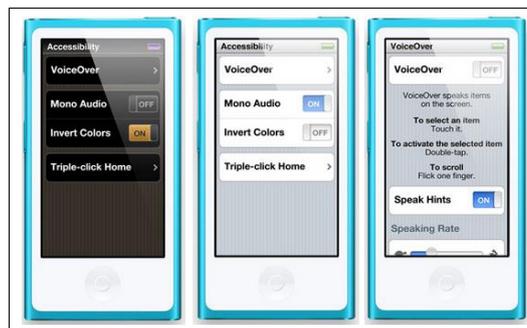
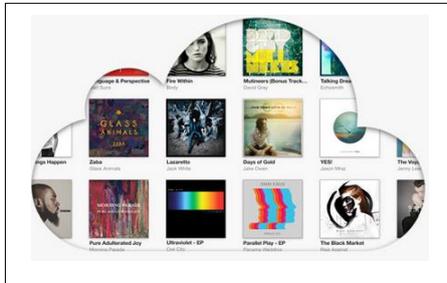




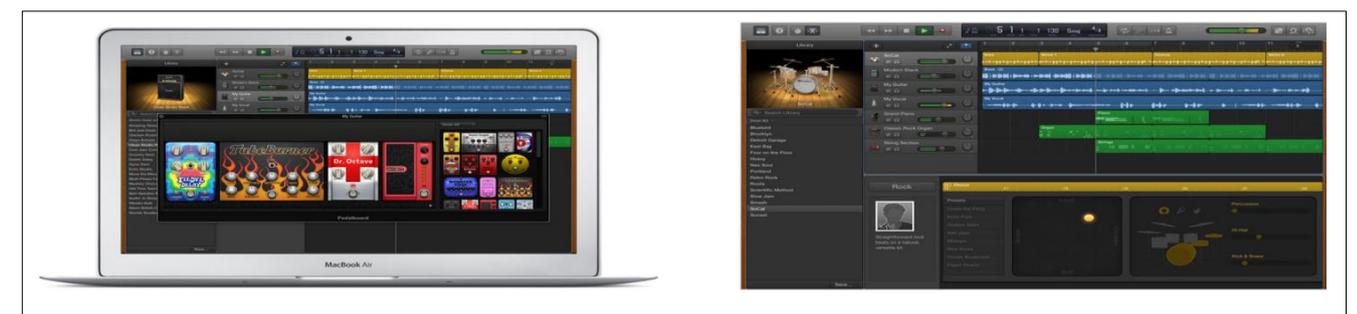


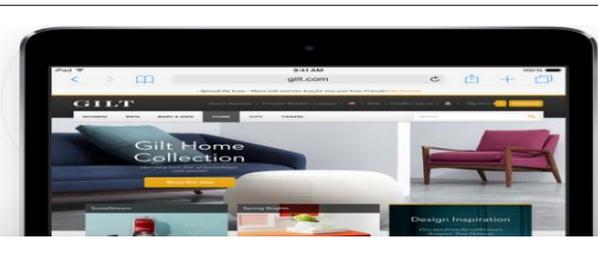
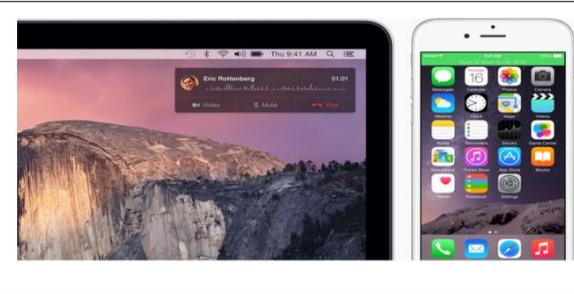
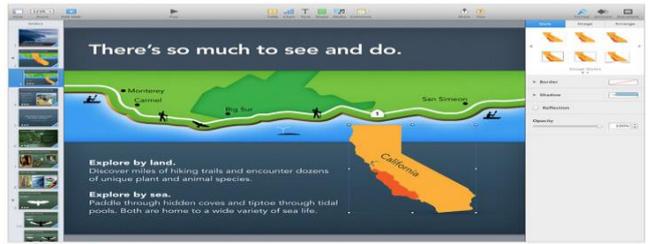




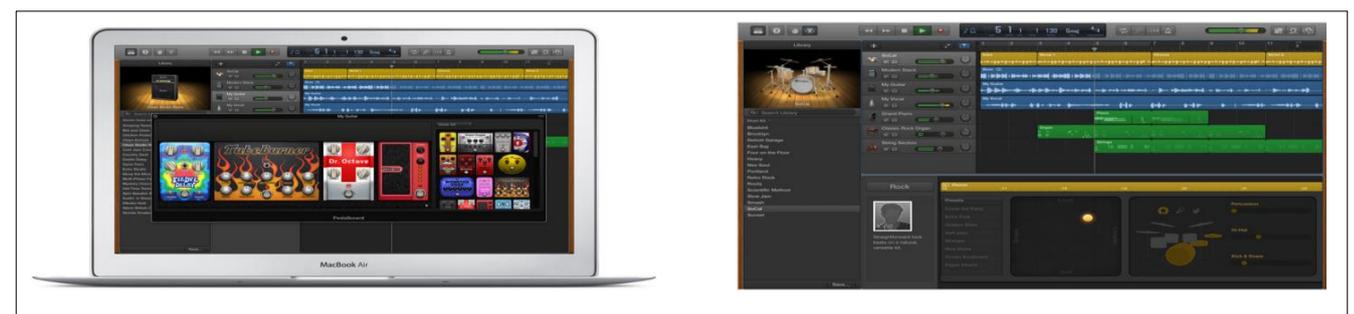
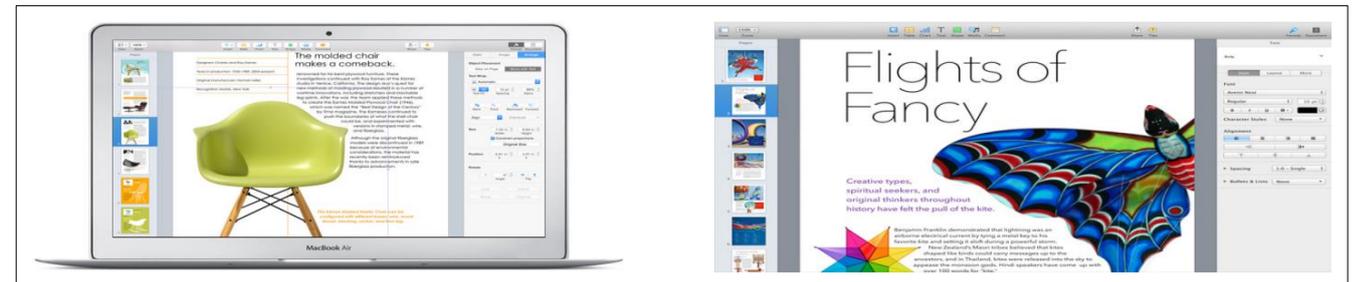


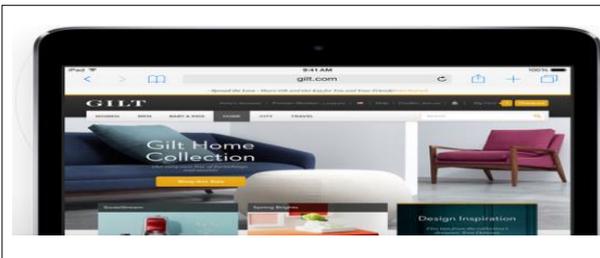
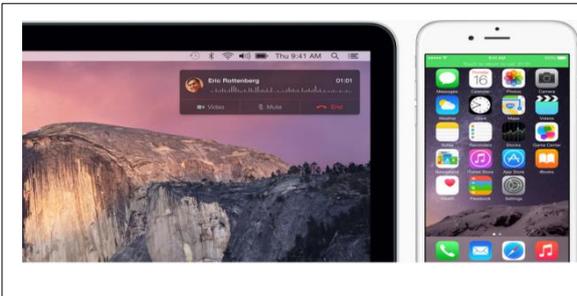
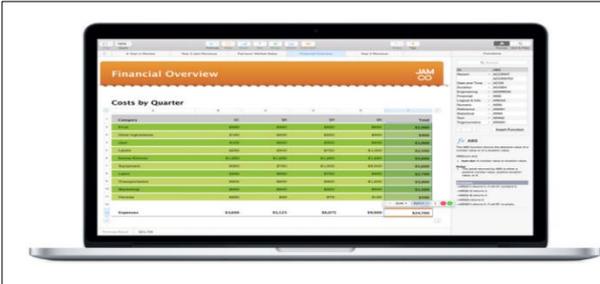
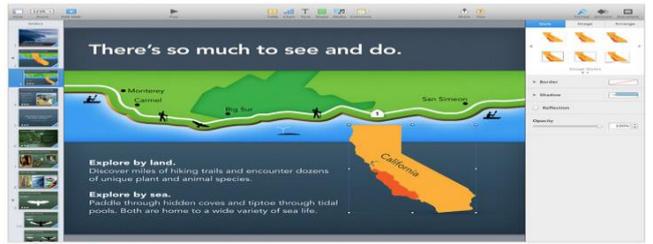
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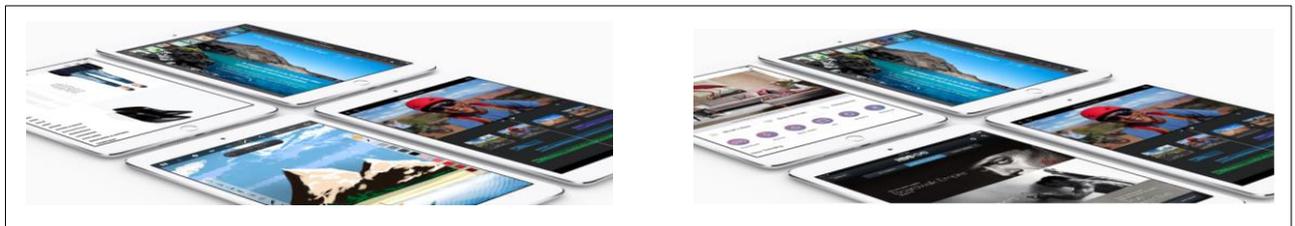
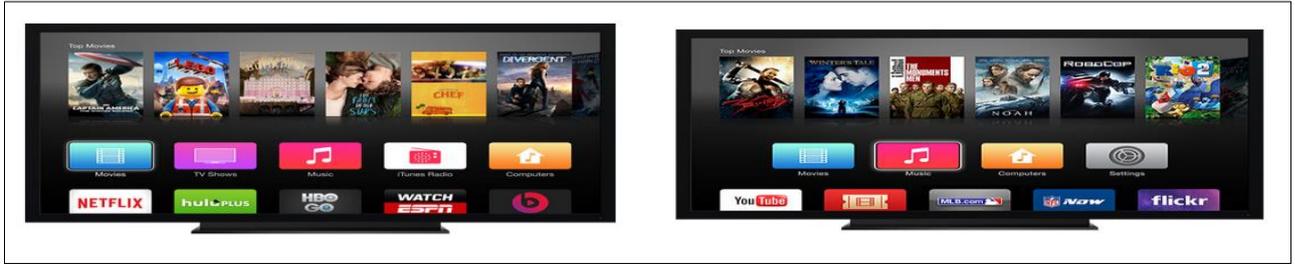




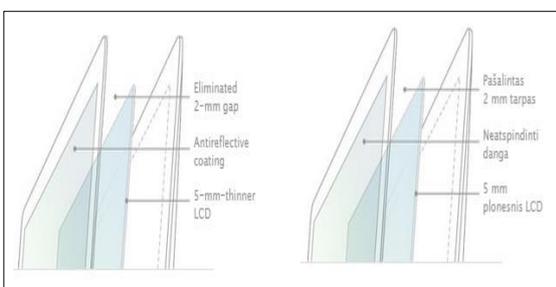
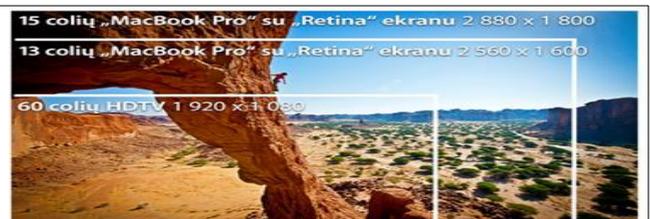
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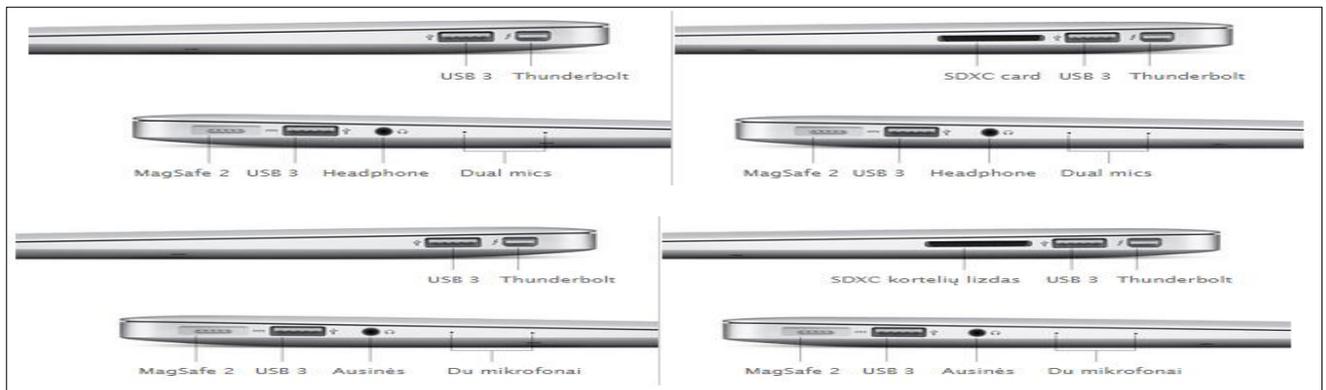
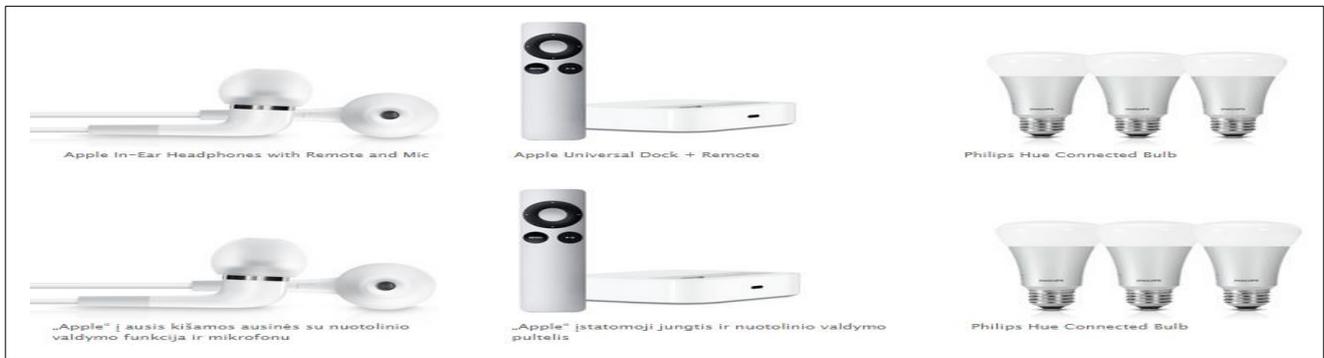






Translated illustrations:





Illustrations from the *Microsoft Website*:





Des applications complètes sur de nombreux appareils. Obtenez Office 365 Business.

Gérez des utilisateurs, appareils, applications et données.



Mute the call

Use speaker phone

Put the call on hold

End the call to hang up

Switch to a video call

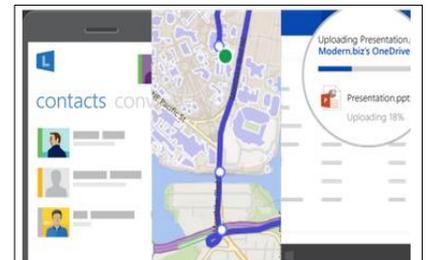
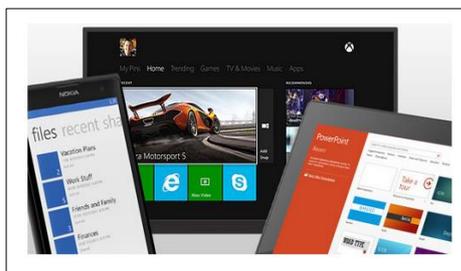
Use a Bluetooth accessory to go hands-free

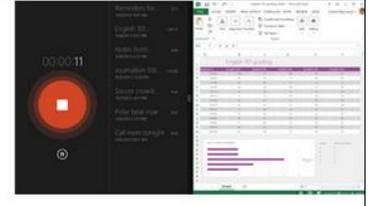
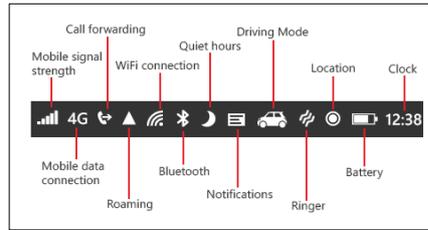
Add another person to the call

Show the keypad



So glad you guys can make it!
 Here are directions to the cafe:
 Take I-5 north to the 5th St. exit
 Take 85th to Greenwood Ave. N
 Turn left on Greenwood
 It's on the southwest corner, a few doors in.





Windows Phone for beginners

"Windows Phone" naujiems naudotojams

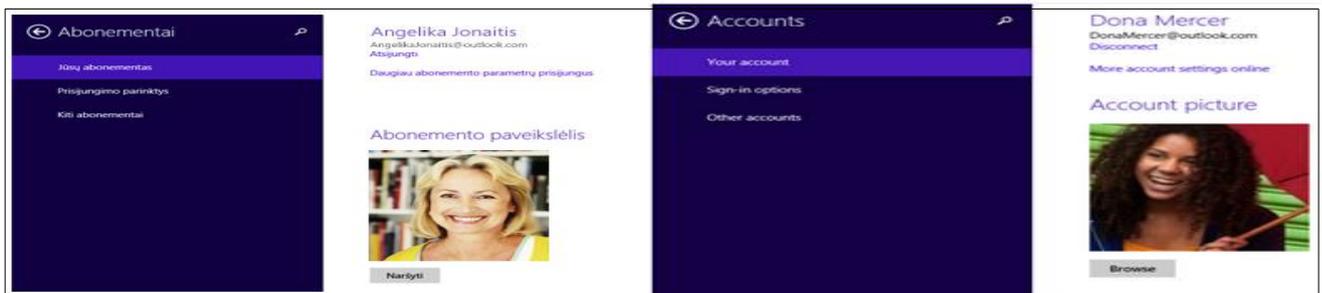
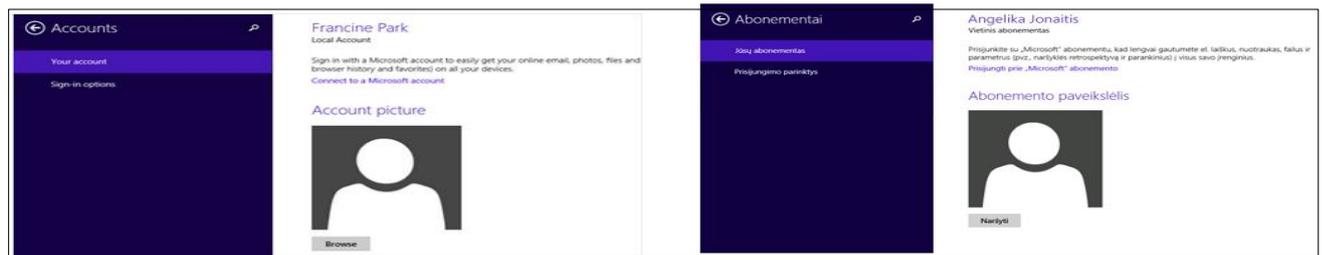
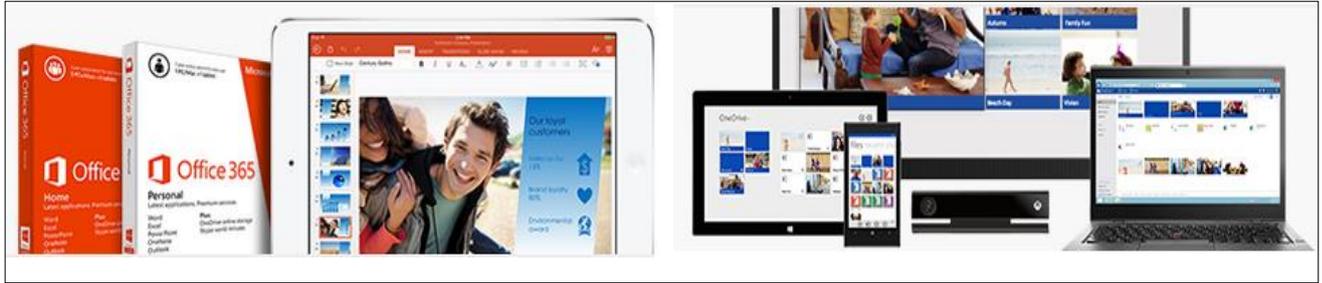


Text a reply to a phone call

Atsakymas į telefono skambutį teksto žinute



Changed illustrations:



Sign up for a new email address

You can use your Microsoft account to sign in to Xbox LIVE, Windows Phone, and other Microsoft services.

Email address:

New password:

Reenter password:

First name:

Last name:

Country/region:

ZIP code:

Kurti „Microsoft“ abonementą

Sukurkite naują el. pašto adresą. Galėsite jį naudoti su Outlook.com, „Xbox“, „Skype“, „Windows Phone“ ir „SkyDrive“, kad visą savo informaciją galėtumėte laikyti šiame kompiuteryje.

El. pašto adresas:

Naujas slaptažodis:

Į šį laukelį įrašite slaptažodį:

Vardas:

Pavardė:

Šalis / regionas:

Switch to a Microsoft account on this PC

 **Dona Mercer**
DonaMercer@outlook.com

You're almost done. Your existing account will now be changed to a Microsoft account. All of your files on this PC will remain in place.

„Microsoft“ abonemento perjungimas šiame kompiuteryje

 **Angelika Jonaitis**
AngelikaJonaitis@outlook.com

Bėvėnk baigėte. Jūsų esamas abonementas dabar bus pakeistas į „Microsoft“ abonementą. Visi šiame kompiuteryje esantys failai liks savo vietoje.

Set up a Microsoft Account

You can use your Microsoft account to sign in to Xbox LIVE, Windows Phone, and other Microsoft services.

Email address:

New password:

Reenter password:

First name:

Last name:

Country/region:

ZIP code:

Microsoft konta izveide

Izveidojiet jaunu e-pasta adresi. Jis varbutot izmantot pakalpojumi Outlook.com, Xbox, Skype, Windows Phone vai SkyDrive, lai apvienotu visu savu informaciju sagatavot.

E-pasta adrese:

Jaunā parole:

Viņreiz izveidot paroli:

Vārds:

Uzvārds:

Valsts/regions:

Store

Home | Top items | Categories | Collections | Account | Search for apps

Surface picks

- 2020 My Country: Free
- Amazon: Free
- Hacker: Free
- News Bites: Free
- Photofacil: Free
- Hit Clock Racing: Free

Featured

- Mint.com: Free
- NCAA March Madness '17 Live: Free
- Trigg: \$1.99
- EPIC: Free
- Draw a Stickman: \$1.49
- Disney Infinity: Toy Box: Free
- OHN: Free

Collections

- Getting started
- Better together
- Red Stripe Deals
- PlayStation

Parduotuvė

Artaiba | Pasaulyje nauji įrašai | Kategorijos | Tinkama | Abonementai | Žiūrėti prekių sąrašą

Specialiosios

- Rayman Fiesta Run: 7,99 Lt
- HEBE Maps: Nemokama
- Navigen Reader: 4,99 Lt
- Skype: Nemokama

Populiariausios

- Skype: Nemokama
- ZARA: Nemokama
- PhishControlper: Nemokama
- Radgis: Nemokama

Weather

Home | Home | Home | Home | Home

58°
Clear

HISTORICAL WEATHER
In the past 10 years, it rained 4 out of 10 times on this day.

Time	Temp	Wind	Humidity	Clouds
12:00	58°	10 mph	65%	Partly Cloudy
1:00	58°	10 mph	65%	Partly Cloudy
2:00	58°	10 mph	65%	Partly Cloudy
3:00	58°	10 mph	65%	Partly Cloudy
4:00	58°	10 mph	65%	Partly Cloudy
5:00	58°	10 mph	65%	Partly Cloudy
6:00	58°	10 mph	65%	Partly Cloudy
7:00	58°	10 mph	65%	Partly Cloudy
8:00	58°	10 mph	65%	Partly Cloudy
9:00	58°	10 mph	65%	Partly Cloudy
10:00	58°	10 mph	65%	Partly Cloudy
11:00	58°	10 mph	65%	Partly Cloudy
12:00	58°	10 mph	65%	Partly Cloudy

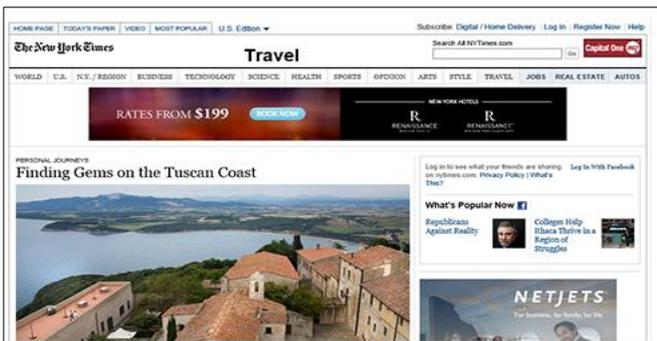
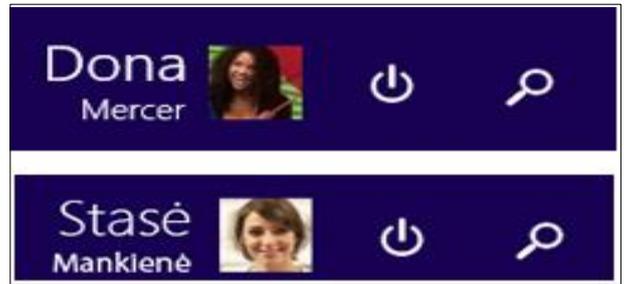
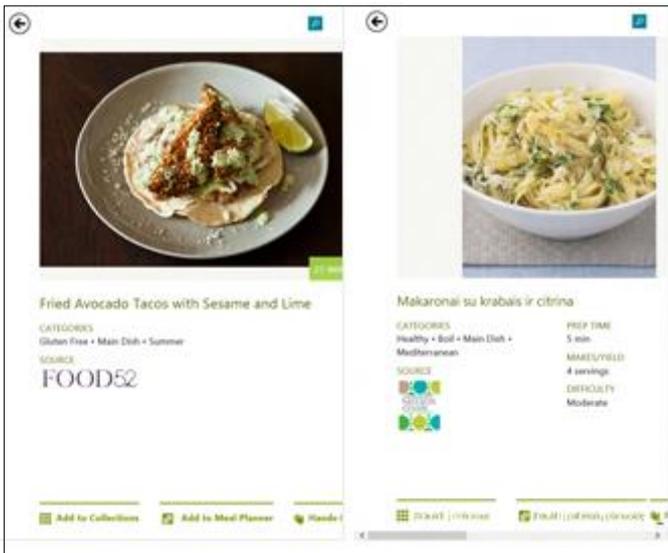
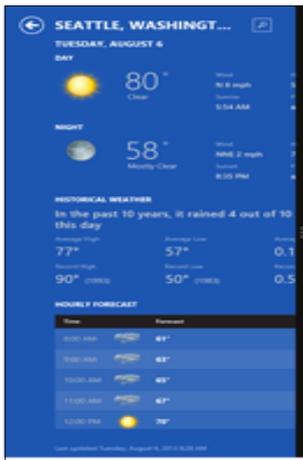
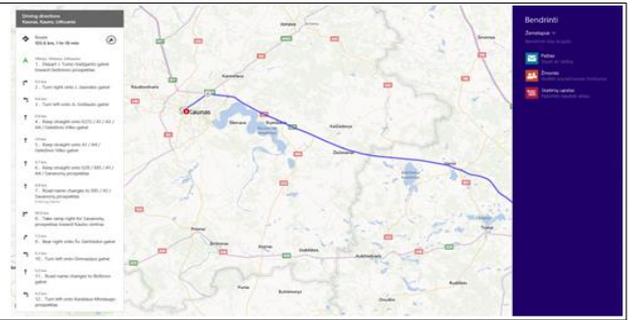
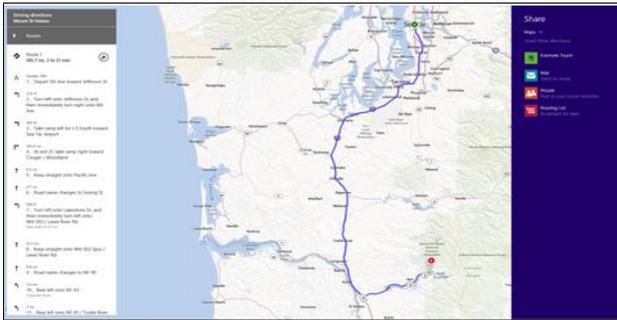
Weather

Home | Home | Home | Home | Home

6°
Clear

CELESTIAL
Per pastarąsias 10 metų, šiluma (į F) 10 kartų.

Time	Temp	Wind	Humidity	Clouds
12:00	6°	10 mph	65%	Partly Cloudy
1:00	6°	10 mph	65%	Partly Cloudy
2:00	6°	10 mph	65%	Partly Cloudy
3:00	6°	10 mph	65%	Partly Cloudy
4:00	6°	10 mph	65%	Partly Cloudy
5:00	6°	10 mph	65%	Partly Cloudy
6:00	6°	10 mph	65%	Partly Cloudy
7:00	6°	10 mph	65%	Partly Cloudy
8:00	6°	10 mph	65%	Partly Cloudy
9:00	6°	10 mph	65%	Partly Cloudy
10:00	6°	10 mph	65%	Partly Cloudy
11:00	6°	10 mph	65%	Partly Cloudy
12:00	6°	10 mph	65%	Partly Cloudy



For work **For home**



Full apps across devices. Get Office 365 Business.



Bring your data to life with a free trial of Power BI.



See how the Microsoft Cloud empowers cancer researchers.

Darbai **Namams**



Valdykite vartotojus, įrenginius, programas ir duomenis.



Atsisiųskite „Visual Studio Community 2013“ nemokamai.



Išbandykite „Dynamics CRM“ ir sužinokite, kas nauja.

For work **For home**



New Dell XPS 13. The world's first infinity screen. Shop now.



See what's possible with the new MSN.



Keep in touch with Skype on virtually any device.

Darbai **Namams**



„OneDrive“: gaukite nemokamą 15 GB dydžio saugyklą internete jau dabar.



Prisiregistruokite norėdami naudoti Outlook.com – nemokamą el. pašto paslaugą, sukurtą ryšiui palaikyti.

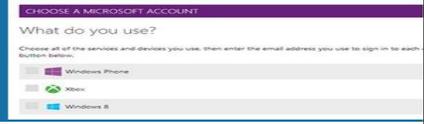


Naujoji „Windows“ yra čia. Būkite linksmesni, nuveikite daugiau.

barbara@live.com
barbara@outlook.com
barbara@gmail.com



Barbara's OneDrive 560 items



CHOOSE A MICROSOFT ACCOUNT

What do you use?

Choose all of the services and devices you use, then enter the email address you use to sign in to each. Button below.

Windows Phone

Xbox

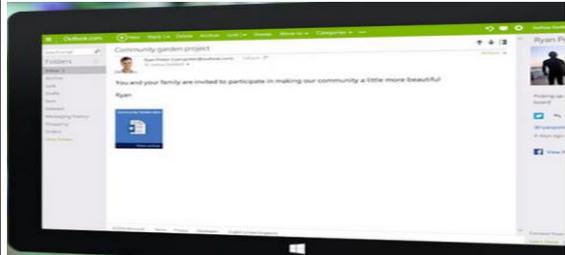
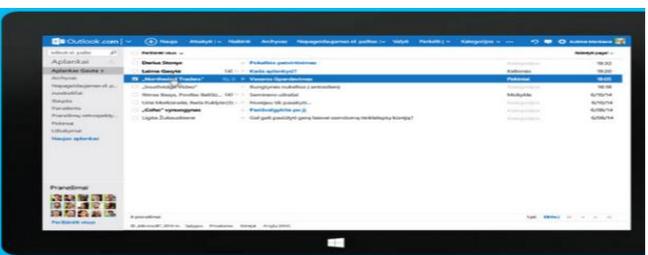
Windows 8

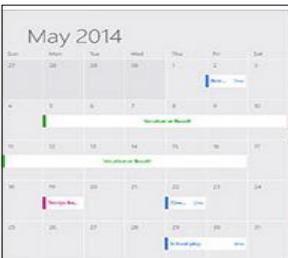
barbara@live.com
barbara@outlook.com
barbara@gmail.com



Anya „OneDrive“ 560 elem.

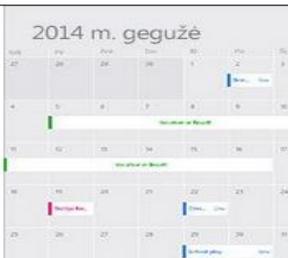
Translated illustrations:



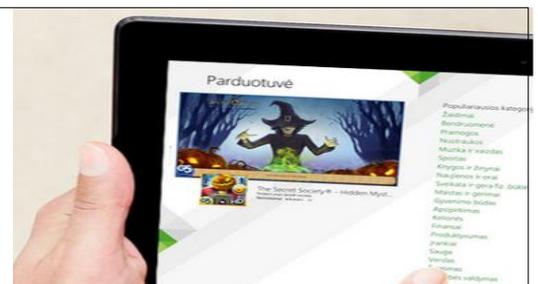
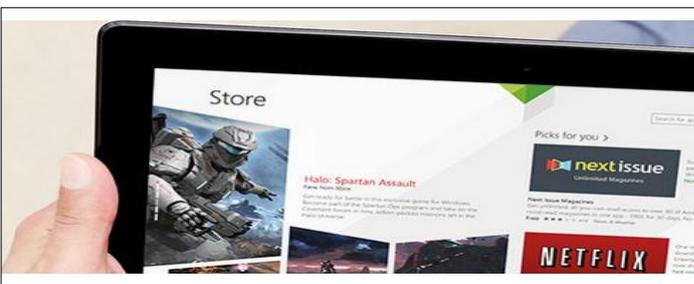
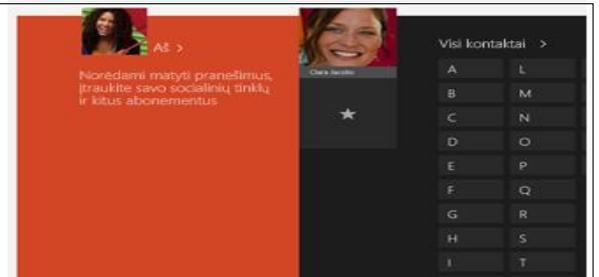
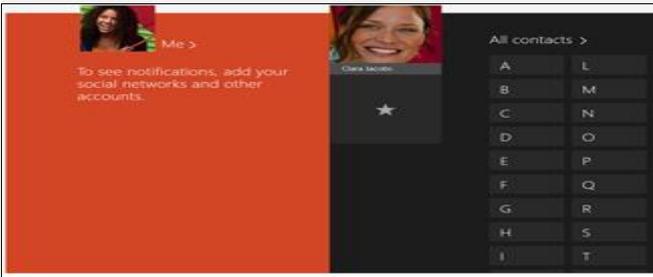
May 2014

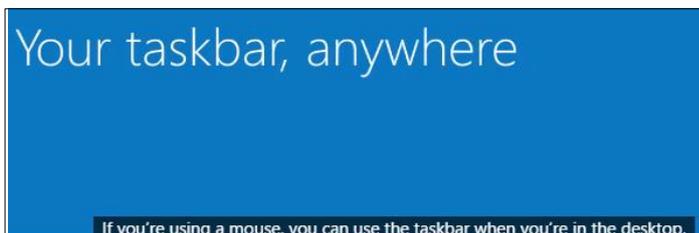
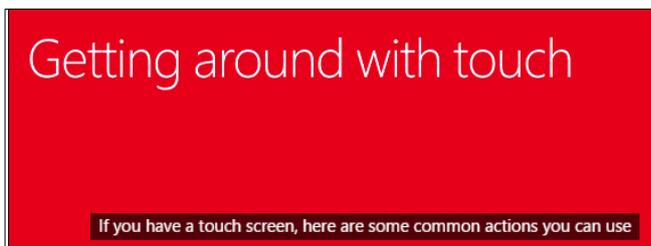
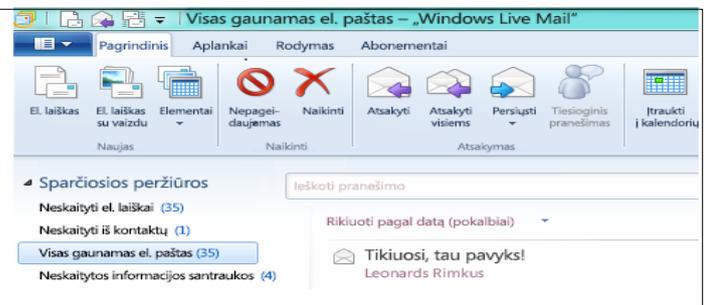
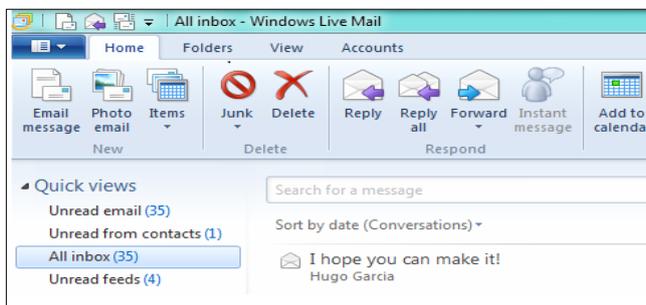
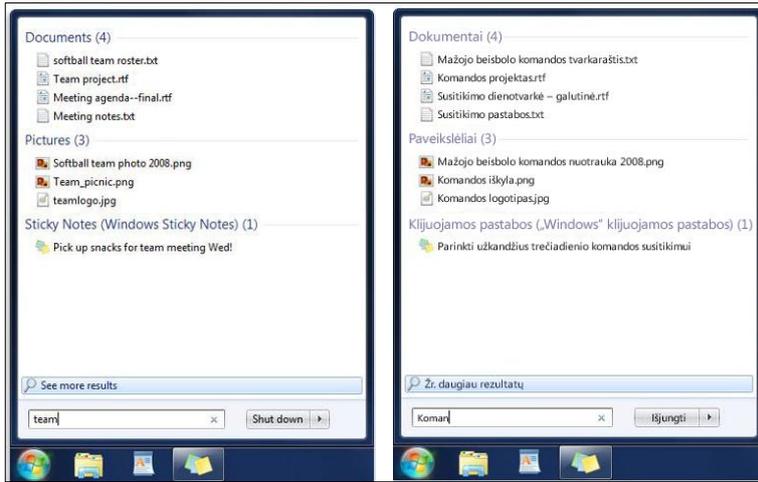




2014 m. gegužė







GRAMMATICAL LAYER

Illustrations from the *Apple* Website:

Two amazing cameras.
Cleverly disguised as an iPad.

The new iSight camera is our best iPad camera yet, with advanced optics, an improved sensor, and a powerful Apple-designed image signal processor. There are new features like panorama, time-lapse videos, slo-mo, and burst and timer modes. The front-facing FaceTime HD camera has been redesigned, too, with an improved sensor and larger pixels for even better low-light performance. The upshot? All your photos and videos — and video calls and selfies — look incredible.

[Learn more about Cameras >](#)

Du nuostabūs fotoaparatai.
O atrodo visai kaip „iPad“.

Naujoji „iSight“ yra mūsų geriausia „iPad“ kamera, turinti pažangią optiką, patobulintą jutiklį ir galingą „Apple“ sukurtą vaizdo signalų procesorių. Yra naujų funkcijų, pavyzdžiui, panorama, „Time-lapse“ ir sulėtinto vaizdo įrašai, fotografavimo serijomis ir laikmačio režimai. Į priekį nukreipta „Face Time HD“ kamera taip pat yra naujo dizaino, turi patobulintą jutiklį ir daugiau pikselių, kad dar geriau veiktų esant prastam apšvietimui. Rezultatas? Visos tavo nuotraukos, vaizdo įrašai, vaizdo skambučiai ir asmenukės atrodo stulbinančiai.

Thunderbolt
The most advanced I/O ever.

Thunderbolt is a revolutionary I/O technology that supports high-resolution displays and high-performance data devices through a single, compact port. It dramatically redefines the idea of expansion. And it's standard on every Mac.

Thunderbolt
Pažangiausia visų laikų I / O.

„Thunderbolt“ – tai revoliucinė įvesties / išvesties technologija, palaikanti didelės skiriamosios gebos ekranus ir našius duomenų įrenginius, naudojant vieną kompaktišką prievadą. Ji iš esmės keičia išplėtimo sąvoką. Ir ji yra integruota į kiekvieną „Mac“.

Amazing iSight camera
Record your life and all its big, small, and everything-in-between moments with a 5-megapixel iSight camera that also shoots 1080p HD video. Capture the whole world around you with the panorama feature. And use filters to give your photos a different feel. Advanced optics, tap to focus, an LED flash, and face detection give iPod touch serious point-and-shoot skills.

[Learn more about the features of iPod touch >](#)

Nuostabią „iSight“ kamera
Fiksuok gyvenimą – visus didelius ir mažus įvykius bei viską tarp jų – su 5 MP „iSight“ kamera, kuria gali įrašinėti ir 1080p HD formatu. Panoramos funkcija padės pagauti visą supantį pasaulį. O filtrai suteiks tavo nuotraukoms visai kitą jausmą. Patobulinta optika, fokusavimas palietus, LED blykstė ir veido atpažinimo funkcija leidžia su „iPod touch“ profesionaliai fotografuoti.

[Sužinok daugiau apie „iPod touch“ funkcijas >](#)

Illustrations from the *Microsoft* website:

Su „programinė įranga“ studentai sutaupo

[Pirkti dabar >](#)

Šis telefonas ilgiau neišsikrauna ir sparčiau veikia. Taip su 1 950 mAh akumuliatorium užtikrina, kad galėtumėte ilgiau palaikyti ryšį, skaityti naujienas ir pramogauti. Dėl 1,2 GHz dviejų branduolių procesoriaus sklandžiai rodomi vaizdo įrašai ir sparčiai veikia žaidimai. Prie viso to pridėję puikias „Windows Phone 8“ funkcijas, gauname puikų telefoną už neįtikėtiną kainą.

Kitu produktai verslui

- Exchange
- SharePoint
- Lync
- Project
- Visio
- Yammer
- Power BI
- Dynamics CRM

„Windows 8.1 Update“ (32 bitų versija)
„Windows 8.1 Update“ (64 bitų versija)

OneDrive [▼ Dokumentai](#)

<p>Take it for a test drive! See Windows Phone in action and find out how great it really is. Check it out now</p>	<p>Top Games for the Holidays 'Tis the season for festivities, parties and games! Check out some of our newest titles</p>	<p>Get the Help +Tips App! Unlock your phone's hidden secrets with our animated tips, videos and more. Download now</p>	<p>It's easy to switch If you're ready to switch, we make it easy. Find out how</p>
<p>Paimkite jį išbandyti! Susipažinkite su „Windows Phone“ jį naudodami ir išsiaiškinkite, koks puikus jis iš tiesų yra. Pažiūrėkite dabar</p>	<p>Lengva pereiti Jei anksčiau naudojote kitokį telefoną, lengvai pereisite. Sužinokite, kaip</p>	<p>Ieškote gerų programėlių? Gaukite gerų programėlių ir žaidimų į telefoną. Naršyti</p>	<p>Melodijos Pritaikykite „Windows Phone“ sau naudodami pasirinktines melodijas. Daugiau informacijos</p>

Protect email communication. If you are emailing a sensitive document, password protect it in Office (just click on File → Info →Protect Document →Encrypt with Password). Alternatively, save the document in the cloud, using OneDrive for Business, and simply send a link to the select people that need the information.

Apsaugokite el. laiškus. Jei siunčiate el. paštu slaptą dokumentą, apsaugokite jį slaptažodžiu naudodami „Office“ (tiesiog spustelėkite Failas → Informacija → Apsaugoti dokumentą → Apsaugoti slaptažodžiu). Arba įrašykite dokumentą debesyje naudodami „OneDrive“ verslui ir paprasčiausiai išsiųskite saitą pasirinktiems žmonėms, kuriems reikia informacijos.

Stay in sync
By storing and managing your customer data, your business can share, manage, and collaborate more efficiently.

Get new insights
Use Excel to rapidly mash-up, explore, analyze and visualize any data, with powerful new analytics tools and new business solutions: Power Query, PowerPivot, and PowerView.

Sinchronizuokite duomenis
Saugodami ir valdydami klientų duomenis galėsite efektyviau bendrinti, valdyti ir bendradarbiauti.

Gaukite naujų įžvalgų
Greitai apibendrinkite, išanalizuokite ir vizualizuokite bet kokius duomenis naudodami naujus ir efektyvius „Excel“ analizės įrankius: „Power Query“, „PowerPivot“ ir „PowerView“.

Find your perfect PC

Answer a few questions and we'll guide you to the right choice.

[Get started](#)

Dabar tinkamas metas įsigyti naują kompiuterį

Windows 8.1 buvo sukurta siekiant įdomių ir prieinamų naujos kartos kompiuterių. Raskite sau tinkamiausią variantą.

[Žr. kompiuterius](#)

Get customer data on the tools you know

Office 365 for startups pairs familiar tools and applications to help improve marketing effectiveness, boost sales productivity, and enrich your customer service interactions.

Go mobile
Use Office 365 for startups on more devices than ever before, so you can connect with customers—and your data—from virtually anywhere.

Gaukite informacijos apie klientus naudodami gerai pažįstamus įrankius

Naudodami „Microsoft“ įrankius ir gerai žinomas „Office 365“ programas galėsite pagerinti rinkodaros efektyvumą, pagerinti pardavimo rodiklius ir patobulinti bendravimą su klientais.

Būkite mobilūs
„Office“ programos pasiekiamos įvairiausiuose įrenginiuose, todėl galėsite bendrauti su klientais ir pasiekti duomenis beveik iš bet kur.

TECHNOLOGICAL INFRASTRUCTURE LAYER

Illustrations from the *Apple Website*:

New iCloud Storage Plans
Upgrade your storage option right from your iOS device.

5GB	20GB	200GB	500GB	1TB
Free	\$0.99/month	\$3.99/month	\$9.99/month	\$19.99/month

Nauji „iCloud“ atminties planai
Atnaujink atminties parinktis tiesiai iš savo „iOS“ įrenginio.

5 GB	20 GB	200 GB	500 GB	1 TB
Nemokamai	\$0.99 per mėnesį	\$3.99 per mėnesį	\$9.99 per mėnesį	\$19.99 per mėnesį

iTunes Match.
All your music. Where and when you want it.

With iTunes Match, all your music can be stored in iCloud — even songs you've imported from CDs. You can access your music from all your devices and listen to your entire library wherever you are. Subscribe to iTunes Match on your Mac, PC, or iOS device, and listen to music on iTunes Radio without ads.

[Subscribe for just \\$24.99 a year](#)

iTunes Match

Su „iTunes Match“ galėsi saugoti „iCloud“ visą muziką (net iš kompaktinių diskų importuotas dainas).⁵ Galėsi pasiekti muziką visais įrenginiais ir bet kur klausytis visų savo įrašų kolekcijos. Viskas tik už €24.99 per metus.

[Sužinok daugiau >](#)

Fast and versatile, Thunderbolt 2 provides up to 20Gb/s of bandwidth to each external device. So you're more than ready for the next generation of high-performance peripherals and displays. You can connect massive amounts of storage and add a PCI expansion chassis. And since each Thunderbolt 2 port allows you to daisy-chain up to six peripherals, you can go all out by plugging in up to 12 external devices via Thunderbolt alone.

Whether you choose the 13-inch or 15-inch model, you'll get two Thunderbolt 2 ports, two USB 3 ports, an HDMI port, an SDXC card slot, and a headphone port. So in a matter of minutes you can build an entire professional studio with MacBook Pro as its centerpiece.

Spartus ir universalus „Thunderbolt 2“ teikia iki 20 Gb/s spartos ryšį su kiekvienu išoriniu įrenginiu. Todėl jau gali naudoti naujos kartos našius periferinius įrenginius ir ekranus. Gali prijungti dideles saugyklas ir pridėti priemonę PCI išplėtimui. Prie kiekvieno „Thunderbolt 2“ prievado galima nuosekliai prijungti šešis periferinius įrenginius, todėl vien naudodamas „Thunderbolt“ galėsi sujungti net 12 išorinių prietaisų.

Pasirinkęs 13 colių arba 15 colių modelį, rasi du „Thunderbolt 2“ prievadus, du USB 3 prievadus, HDMI prievadą, SDXC kortelių lizdą ir ausinių prievadą. Tad per kelias minutes galėsi sukurti profesionalią studiją, kurios svarbiausia dalis bus „MacBook Pro“.

When you pack so many pixels into a display — over 4 million on the 13-inch model and over 5 million on the 15-inch model — the results are positively stunning. The pixel density is so high, your eyes can't discern individual pixels. Images take on a new level of realism. A spectacular 2560-by-1600 resolution on the 13-inch MacBook Pro and an equally impressive 2880-by-1800 resolution on the 15-inch MacBook Pro let you see more of your high-resolution images with pixel-for-pixel accuracy. And text is so sharp, you'll feel like you're reading email, web pages, and documents on a printed page.

Kai matai tokio pikselių tankio ekraną - daugiau nei keturių milijonų 13 colių modelyje ir daugiau nei penkių milijonų 15 colių modelyje - rezultatai maloniai apstulbina. Pikselių tankis toks didelis, kad akis negali įžiūrėti atskirų pikselių. Vaizdas pasiekia naują tikroviškumo lygį. Fantastiška 13 colių „MacBook Pro“ skiriamoji geba 2 560 x 1 600 ir lygiai tiek pat įspūdinga 15 colių „MacBook Pro“ 2 880 x 1 800 leidžia matyti daugiau didelės skiriamosios gebos vaizdų pikselio tikslumu. Tekstas toks aiškus, kad atrodo, jog skaitai išspausdintus el. laiškus, svetaines ir dokumentus.

With a fourth-generation dual-core Intel Core i5 or Intel Core i7 processor, the 13-inch MacBook Pro with Retina display lets you take your most performance-hungry apps on the road. That means wherever you can take your camera, you can take your entire digital photo studio. Hyper-Threading technology, which enhances performance by letting each core handle multiple tasks simultaneously, is included in every model. And with speeds up to 3.0GHz, shared L3 cache up to 4MB, and Turbo Boost speeds up to 3.5GHz, these processors are ready for just about anything.

Turėdamas 13 colių „MacBook Pro“ su „Retina“ ekranu ir ketvirtos kartos dviejų branduolių „Intel Core i5“ arba „Intel Core i7“ procesoriumi gali į kelionę pasiimti pačias sudėtingiausias programas. Tai reiškia, kad ir kur keliautų tavo fotoaparatas, kartu gali keliauti ir tavo skaitmeninė fotostudija. Kiekviename modelyje yra „Hyper-Threading“ technologija, didinanti našumą ir leidžianti kiekvienam branduoliui apdoroti kelias užduotis vienu metu. Iki 3 GHz spartos, iki 4 MB bendrai naudojamų L3 sparciosios atminties ir iki 3,5 GHz spartos su „Turbo Boost“ - šie procesoriai gali atlikti beveik bet kokią darbą.

The 15-inch MacBook Pro with Retina display has the power to do even more amazing things. Fourth-generation quad-core Intel Core i7 processors provide the fastest performance ever in a MacBook Pro. You can make quick work of even the most complex tasks in professional apps like Final Cut Pro, thanks to speeds up to 2.8GHz, 6MB of shared L3 cache, and Turbo Boost speeds up to 4.0GHz. And every model comes standard with 16GB of superfast 1600MHz memory. All of which means the 15-inch MacBook Pro is ready to take on whatever you can dream up, wherever your travels take you.

15 colių „MacBook Pro“ su „Retina“ ekranu turi galios atlikti dar nuostabesnius dalykus. Ketvirtos kartos keturių branduolių „Intel Core i7“ procesoriai „MacBook Pro“ suteikia didžiausią iki šiol naudotą spartą. Gali greitai atlikti net sudėtingiausias užduotis profesionaliomis programomis, tarkime, „Final Cut Pro“, nes užtikrinama sparta siekia 2,8 GHz, yra 6 MB bendrinama L3 sparcioji atmintinė, o „Turbo Boost“ spartina iki 4 GHz. Kiekvienas modelis yra su 16 GB ypač sparcia 1 600 MHz atmintimi. Tai reiškia, kad 15 colių „MacBook Pro“ parengtas imtis bet ko, apie ką tik gali pasvajoti, bet kokiose savo kelionėse.

The 13-inch MacBook Pro with Retina display features Intel Iris Graphics to handle both everyday tasks and graphics-intensive creative apps. Scroll through large photo albums with ease. Play games with amazing detail. Even connect an external display or two. It's just another way this 13-inch MacBook Pro is small on size and big on performance.

13 colių „MacBook Pro“ su „Retina“ ekranu išsiskiria „Intel Iris Graphics“, kuri leidžia vienu metu atlikti kasdienes užduotis bei naudotis daug grafinio procesoriaus galios reikalaujančiomis programomis. Lengvai vartyk didžiulius fotoalbumus. Žaisk nuostabiai detaliai pateikiamus žaidimus. Netgi prijunk išorinį ekraną arba du ekranus. Tai tik dar vienas įrodymas, kad šis 13 colių „MacBook Pro“ yra mažas dydžiu, ne galimybėmis.

The 15-inch MacBook Pro has a phenomenal display — with the graphics power to match. Its fourth-generation Intel Core i7 processor features Iris Pro Graphics with 128MB of embedded memory, which accelerates processor- and graphics-intensive tasks by acting as an ultrafast cache. For even more impressive graphics performance, choose the 15-inch model that combines the power of Iris Pro Graphics with the NVIDIA GeForce GT 750M. Thanks to 2GB of GDDR5 memory, you see many more frames per second in 3D games and get greater speed and responsiveness for all your video projects.

15 colių „MacBook Pro“ turi išskirtinį ekraną ir pasižymi atitinkama grafikos galia. Jo ketvirtos kartos „Intel Core i7“ procesoriuje yra „Iris Pro Graphics“ su 128 MB integruotosios atminties, kuri veikia kaip itin sparti atmintinė ir spartina procesorių bei daug grafinio procesoriaus išteklių naudojančias užduotis. Jei reikia dar įspūdingesnio grafinio našumo, rinkis 15 colių modelį, kuriame suderinta „Iris Pro Graphics“ galia ir naujasis „NVIDIA GeForce GT 750M“ grafinis procesorius. Dėl 2 GB GDDR5 atminties žaidimas trimačius žaidimus matysi daugiau kadru per sekundę, o HD vaizdo projektai bus spartesni ir geriau reaguos į komandas.

About the size of a credit card — and just 5.4 mm thin — iPod nano is the thinnest iPod ever made. The 2.5-inch Multi-Touch display is nearly twice as big as the display on the previous iPod nano, so you can see more of the music, photos, and videos you love.

Tik 5,4 mm storio ir maždaug kredito kortelės dydžio „iPod nano“ – tai ploniausias kada nors sukurtas „iPod“. 2,5 colių „Multi-Touch“ ekranas yra beveik dvigubai didesnis nei ankstesnio „iPod nano“, kad galėtum peržiūrėti daugiau mylimos muzikos, nuotraukų ir vaizdo įrašų.

iPad Air

iPad Air puts all the computer you may ever need into a simple piece of glass. Both versions of iPad Air are incredibly capable, with desktop-class 64-bit architecture, gorgeous 9.7-inch Retina displays, and all-day battery life.¹ And the new iPad Air 2 takes those capabilities even further with Touch ID, the fast A8X chip, new cameras, and the versatile Apple SIM — in a design so thin and light you have to hold one to believe it.

iPad Air

„iPad Air“ viename ekrane apima visas kompiuterio funkcijas, kurių tau kada nors prireiks. Abi „iPad Air“ versijos neįtikėtina galingos, su stalinio kompiuterio klasės 64 bitų architektūra, nuostabiu 9,7 colio „Retina“ ekranu ir visa dieną neišsenkančiu akumuliatoriumi.¹ Be to, naujojo „iPad Air 2“ galimybės dar platesnės – „Touch ID“, spartus A8X lustas ir naujos kameros – tokioje plonoje ir lengvoje konstrukcijoje, kad nepatikėsi, kol pats nepaliesi.

At such a scale, even the best existing technologies wouldn't have made this iMac possible. So we did the impossible — developing a display with the performance to light up 14.7 million pixels, reducing energy consumption while maintaining our high standard for brightness, and advancing image quality for the most striking contrast ever.

And we did it all without compromising the incredibly thin design, just 5 mm at its edge.

[Learn more >](#)

Tokiu masteliu net pačios geriausios esamos technologijos nebūtų padėjusios sukurti šio „iMac“. Todėl mes padarėme tai, kas atrodė neįmanoma, – sukūrėme 14,7 mln. pikselių turintį ekraną, naudojančią mažiau energijos, palaikančią mūsų aukštą ryškumo standartą ir pažangiai užtikrinantį vaizdo kokybę bei iki šiol įspūdingiausią kontrastą.

Be to, tai padarėme be mažiausios įtakos neįtikėtinam ekrano plonumui – vos 5 mm storii kraštuose.

Stunning Retina display. Millions of pixels ahead of its time.

The 15-inch model has over 5 million pixels, and the 13-inch model has over 4 million. So you can retouch your photos or edit a home movie in HD and experience an astounding level of clarity. Text is razor sharp, too, so even everyday things like browsing the web and revising a document are better than ever. It's a display worthy of the world's most advanced notebook. [Learn more >](#)

Įspūdingas „Retina“ ekranas. Laiką pralenkiantis milijono pikselių vaizdas.

15 colių modelio skiriamoji geba – daugiau nei penki milijonai pikselių, o 13 colių modelio – daugiau nei nei keturi milijonai pikselių. Tad gali retušuoti savo nuotraukas arba redaguoti filmą HD ekrane ir pasiekti stulbinantį ryškumo lygį. Tekstas ypač aiškus, kad būtų smagiau nei bet kada atlikti net įprastus darbus, pavyzdžiui, naršyti internete ir peržiūrėti dokumentą. Tai dailiausias ir pažangiausias nešiojamas kompiuteris. [Sužinok daugiau >](#)

Clearly our most advanced notebook ever.

A groundbreaking Retina display. All-flash architecture. Fourth-generation Intel processors. Remarkably thin and light 13-inch and 15-inch designs. Together, these features take the notebook to a place it's never been.

And they'll do the same for everything you create with it.

Neabejotinai pažangiausias mūsų visų laikų nešiojamas kompiuteris.

Novatoriškas „Retina“ ekranas. Vien „flash“ architektūra. Ketvirtos kartos „Intel“ procesoriai. Ypač ploni ir lengvi 13 ir 15 colių dizaino kompiuteriai. Dėl visų šių funkcijų nešiojamas kompiuteris ir užima išskirtinę vietą. Ir tokią pat kokybę jos suteikia viskam, kas juo sukuriama.

Weight and Dimensions			
Height	Height	Height	Height
6.22 inches (158.1 mm)	5.44 inches (138.1 mm)	4.87 inches (123.8 mm)	4.90 inches (124.4 mm)
Width	Width	Width	Width
3.06 inches (77.8 mm)	2.64 inches (67.0 mm)	2.31 inches (58.6 mm)	2.33 inches (59.2 mm)
Depth	Depth	Depth	Depth
0.28 inch (7.1 mm)	0.27 inch (6.9 mm)	0.30 inch (7.6 mm)	0.35 inch (8.97 mm)
Weight	Weight	Weight	Weight
6.07 ounces (172 grams)	4.55 ounces (129 grams)	3.95 ounces (112 grams)	4.65 ounces (132 grams)
Svoris ir matmenys			
Aukštis	Aukštis	Aukštis	Aukštis
158,1 mm	138,1 mm	123,8 mm	124,4 mm
Plotis	Plotis	Plotis	Plotis
77,8 mm	67,0 mm	58,6 mm	59,2 mm
Storis	Storis	Storis	Storis
7,1 mm	6,9 mm	7,6 mm	8,97 mm
Svoris	Svoris	Svoris	Svoris
172 gramai	129 gramai	112 gramai	132 gramai

Electrical and Operating Requirements	Line voltage: 100-240V AC
	Frequency: 50Hz to 60Hz
	Operating temperature: 50° to 95° F (10° to 35° C)
	Storage temperature: -13° to 113° F (-25° to 45° C)
	Relative humidity: 0% to 90% noncondensing
	Operating altitude: tested up to 10,000 feet
	Maximum storage altitude: 15,000 feet
	Maximum shipping altitude: 35,000 feet
Elektros ir naudojimo reikalavimai	Linijos įtampa: 100-240 V kintamoji srovė
	Dažnis: 50-60 Hz
	Veikimo temperatūra: 10-35 °C (50-95 °F)
	Laikymo temperatūra: -25-45 °C (-13-113 °F)
	Santykinis drėgnumas: 0-90 % (nesikondensuoja)
	Veikimo aukštis: testuota iki 3 000 metrų (10 000 pėdų)
	Maksimalus laikymo aukštis: 4 500 metrų (15 000 pėdų)
	Maksimalus gabenimo aukštis: 10 500 metrų (35 000 pėdų)

Processor	1.4GHz dual-core Intel Core i5 (Turbo Boost up to 2.7GHz) with 3MB shared L3 cache
	Configurable to 1.7GHz dual-core Intel Core i7 (Turbo Boost up to 3.3GHz) with 4MB shared L3 cache.
Procesorius	1,4 GHz dviejų branduolių „Intel Core i5“ („Turbo Boost“ iki 2,7 GHz) su 3 MB bendrinama L3 sparchiaja atmintine

Display	11.6-inch (diagonal) LED-backlit glossy widescreen display with support for millions of colors	13.3-inch (diagonal) LED-backlit glossy widescreen display with support for millions of colors
	Supported resolutions: 1366 by 768 (native), 1344 by 756, and 1280 by 720 pixels at 16:9 aspect ratio; 1152 by 720 and 1024 by 640 pixels at 16:10 aspect ratio; 1024 by 768 and 800 by 600 pixels at 4:3 aspect ratio	Supported resolutions: 1440 by 900 (native), 1280 by 800, 1152 by 720, and 1024 by 640 pixels at 16:10 aspect ratio and 1024 by 768 and 800 by 600 pixels at 4:3 aspect ratio
Ekranas	11,6 colio įstrižainės LED foninio apšvietimo blizgus plačiaformatis ekranas, palaikantis milijonus spalvų	13,3 colio įstrižainės LED foninio apšvietimo blizgus plačiaformatis ekranas, palaikantis milijonus spalvų
	Palaikomos skiriamosios gebos: 1 366 x 768 (pirminė), 1 344 x 756 ir 1 280 x 720 pikselių esant 16:9 vaizdo formatui; 1 152 x 720 ir 1 024 x 640 pikselių esant 16:10 vaizdo formatui; 1 024 x 768 ir 800 x 600 esant 4:3 vaizdo formatui.	Palaikomos skiriamosios gebos: 1 440 x 900 (pirminė), 1 280 x 800, 1 152 x 720 ir 1 024 x 640 pikselių esant 16:10 vaizdo formatui; 1 024 x 768 ir 800 x 600 pikselių esant 4:3 vaizdo formatui.

4-inch Retina display

The Retina display makes everything more eye-popping. Photos, apps, and websites show off every detail. And when it's game time, the graphics come alive and the pixels become invisible.

[Learn more about the features of iPod touch >](#)

4 coliu „Retina“ ekranas

„Retina“ ekrane viskas atrodo daug įspūdingiau. Matyti net smulkiausi nuotraukų, programų ir svetainių elementai. Kai ateis laikas žaisti, grafika atgis, o pikseliai taps nematomi.

[Sužinok daugiau apie „iPod touch“ funkcijas >](#)

1334x 750 iPhone 6 RESOLUTION	1920x 1080 iPhone 6 Plus RESOLUTION	1334x 750 iPhone 6 SKIRIAMOJI GEBA	1920x 1080 iPhone 6 Plus SKIRIAMOJI GEBA
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6.9mm iPhone 6	6,9mm iPhone 6
7.1mm iPhone 6 Plus	7,1mm iPhone 6 Plus

9.7 INCH DISPLAY	2048x1536 RESOLUTION	9,7 COLIO EKRANAS	2 048 x 1 536 SKIRIAMOJI GEBA
3.1 MILLION PIXELS	264 PIXELS PER INCH	3,1 MILIJONO PIKSELIŲ	264 PPI

Introducing the new 27-inch iMac with Retina 5K display.

[Learn more >](#)

Pristatome naująjį 27 colių „iMac“ su „Retina“ 5K ekranu.

[Sužinok daugiau >](#)

Huge, LED-backlit widescreen display. Easy on the eyes. Actually, phenomenal.

Innovations you can see.

You won't want anything to distract you from what you're viewing on these big, beautiful 21.5- and 27-inch displays. And nothing will, thanks to an amazing display designed to reduce reflection. In addition, because the LCD sits right up against the glass, your content seems to leap off the screen.

[Learn more about the iMac design >](#)

Didelis plačiaformatis ekranas su LED. Malonumas akims. Iš tiesų fenomenalus.

Regimos naujovės.

Būsi tarsi pripilęs prie šių didelių, gražių 21,5 ir 27 colių ekranų. Del puikaus ekrano dizaino, sumažinančio atspindžius, niekas tavęs ir neblaškys. Be to, atrodo, kad turinys tiesiog iškyla iš ekrano, nes LCD įtaise tiesiai ant stiklo.

[Sužinok daugiau apie „iMac“ dizainą >](#)

The ultimate all-in-one. Honed to the cutting edge.

The first iMac was a revolution: An all-in-one computer that put everything — display, processor, graphics, storage, memory, and more — inside one simple, stylish enclosure. Today, iMac includes a brilliant desktop display, and it's filled with the latest high-performance technologies. Yet it's just 5 mm thin at its edge.

5mm
at its edge

Visiškai viskas viename. Išstobulintas iki galimybių ribos.

Pirmasis „iMac“ sukėlė tikrą revoliuciją – viską galintis kompiuteris, kurio paprastame, stilingame korpuso telpa viskas: ekranas, procesorius, grafika, saugykla, atmintis ir dar daugiau. Dabar „iMac“ turi puikų ekraną, kuriam panaudota daugybė naujausių itin našių technologijų. Tačiau jo krašto plotis tėra 5 mm.

5mm
kraštas



Up to 1TB of flash storage.

For maximum performance, you can configure iMac with up to 1TB of flash storage (up to 512GB on the 21.5-inch iMac) instead of a traditional hard drive.¹ This flash storage delivers up to 5x the performance of a traditional drive² — speed you'll notice when you start up your iMac, launch an app, or browse your photo library.



Iki 1 TB „flash“ atmintis.

Maksimaliam „iMac“ našumui gali vietoj įprasto standžiojo disko konfigūruoti 1 TB „flash“ atmintį (iki 512 GB 21,5 colio „iMac“).¹ „Flash“ atmintis yra iki 5 kartų našesnė nei tradicinis standusis diskas² – greitį pastebėsi įjungęs savo „iMac“, paleidęs programą arba naršydamas savo nuotraukų galeriją.

14.7 million pixels. And the power to do beautiful things with them.

iMac has always been about having a huge, immersive place to see and create amazing things. So making the best possible iMac meant making the best possible display. The new 27-inch iMac with Retina 5K display has four times as many pixels as the standard 27-inch iMac display. So you experience unbelievable detail. On an unbelievable scale.

14,7 milijonai pikselių. Ir visos galimybės sukurti kažką gražaus su jais.

„iMac“ visada siekė sukurti didžiulę, patrauklią erdvę, kurioje būtų galima pamatyti ir sukurti nuostabių dalykų. Štai kodėl norint sukurti geriausią įmanomą „iMac“ buvo būtina sukurti geriausią įmanomą ekraną. Naujasis 27 col. „iMac“ su „Retina“ 5K ekranu turi keturis kartus daugiau pikselių nei standartinis 27 col. „iMac“ ekranas. Neįtikėtinos detalės. Neįtikėtini masteliai.

The most stunningly powerful iMac yet.

The new iMac with Retina 5K display doesn't stop with an amazing screen. With a quad-core Intel Core processor available at up to 4.0GHz, the latest AMD graphics, an advanced Fusion Drive, and Thunderbolt 2, there's a very powerful Mac behind all those pixels.

[Learn more about Performance >](#)

UP TO
4GHz
CORE I7
PROCESSOR

UP TO
3.5
TERAFLOPS OF
GRAPHICS
COMPUTE POWER

UP TO
20 Gbps
THUNDERBOLT 2
BANDWIDTH

Įstabiausiai galingas visų laikų „iMac“.

Naujasis „iMac“ su „Retina“ 5K ekranu – tai ne tik puikus ekranas. Keturių branduolių „Intel Core“ procesorius iki 4,0 GHz, naujausia AMD grafika, pažangus „Fusion Drive“ ir „Thunderbolt 2“ – tai ne tik pikseliai, tai ir labai galingas „Mac“.

IKI
4 GHz
„CORE I7“
PROCESORIUS

IKI
3,5
TERAFLOPU
GRAFINIO
SKAIČIAVIMO
GALIOS

IKI
20 Gbps
„THUNDERBOLT 2“
PRALAUDIMO

Illustrations from the *Microsoft* Website:

Most popular apps [See All](#)

 <p>Outlook 2013</p> <p>Outlook 2013 lets you focus on what's important with a clear view of email, calendars, and contacts.</p> <p>£109.99 incl. VAT</p>	 <p>Publisher 2013</p> <p>Microsoft Publisher 2013 is the simple path to professional publications that make an impact.</p> <p>£109.99 incl. VAT</p>	 <p>Access 2013</p> <p>Access 2013 lets you easily create database apps.</p> <p>£109.99 incl. VAT</p>	 <p>Word 2013</p> <p>With Word 2013, you can create more beautiful and engaging documents.</p> <p>£109.99 incl. VAT</p>
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Populiariausios programėlės [Žr. visas „Office“ programėles](#)

 <p>Publisher 2013</p> <p>„Microsoft Publisher 2013“ – tai paprastas būdas paruošti profesionaliai atrodančius leidinius.</p> <p>€135,00 su PVM</p>	 <p>Access 2013</p> <p>„Access 2013“ leidžia lengvai kurti duomenų bazių programėles.</p> <p>€135,00 su PVM</p>	 <p>Word 2013</p> <p>Naudodami „Word 2013“, galėsite kurti gražesnius ir įdomesnius dokumentus.</p> <p>€135,00 su PVM</p>	 <p>Excel 2013</p> <p>„Excel 2013“ leidžia nepasimesti tarp daugybės skaičių ir priimti geresnius su duomenimis susijusius sprendimus.</p> <p>€135,00 su PVM</p>
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„Microsoft“ skirtumai

Įsigykite ir naudokite. Mes esame čia tam, kad suteiktume jums visiškai nemokamos pagalbos.

Reikia su „Microsoft“ produktais susijusios pagalbos? Nesvarbu, kokios pagalbos reikia atsišaukiant ar diegiant „Windows“ ar „Office“: susisiekite su vienu iš mūsų ekspertų ir sužinokite, ko jums reikia.

Paskambinkite nemokamu telefono numeriu arba rašykite tiesioginius pranešimus ir mes padėsime jums pritaikyti programinę įrangą pagal jūsų poreikius.

Skambinti numeriu: 880 07 35 36
Pirmadienis - penktadienis : 08:00 - 20:00

Kliento operacinės sistemos ir naujinimai	Bendrojo pardavimo pradžios data	Programinės įrangos mažmeninės prekybos nutraukimas *	Kompiuterių su iš anksto įdiegta „Windows“ pardavimo nutraukimas
„Windows XP“	2001 m. gruodžio 31 d.	2008 m. birželio 30 d.	2010 m. spalio 22 d.
„Windows Vista“	2007 m. sausio 30 d.	2010 m. spalio 22 d.	2011 m. spalio 22 d.
„Windows 7“ leidimai „Home Basic“, „Home Premium“, „Ultimate“	2009 m. spalio 22 d.	2013 m. spalio 31 d.	2014 m. spalio 31 d.
„Windows 7 Professional“	2009 m. spalio 22 d.	2013 m. spalio 31 d.	Dar nenustatyta **
„Windows 8“	2012 m. spalio 26 d.	2014 m. spalio 31 d.	Dar nenustatyta
„Windows 8.1“	2013 m. spalio 18 d.	Dar nenustatyta	Dar nenustatyta

<p>Fri, Feb 7</p> <p>Wednesday, February 12, 2014</p> <p>Lincoln's Birthday</p>	<p>Kt, Bal 3 d.</p> <p>antradienis, 2014 m. balandžio 15 d.</p> <p>Mokesčių diena</p>
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Online storage for your personal files		Jūsų asmeninių failų saugykla internete	
15 GB	Free	15 GB	Nemokamai
100 GB	\$1.99/month	100 GB	6,00 Lt per mėnesį
200 GB	\$3.99/month	200 GB	12,00 Lt per mėnesį
1 TB	\$6.99/month <small>includes Office 365</small>	1 TB	23,99 Lt per mėnesį <small>(trauktas „Office 365“)</small>

Studentams skirtas „Windows 8.1“ versijos naujinimas tik už 210.00Lt

System requirements

To install the free update to Windows 8.1 or Windows 8.1 Pro through the Windows Store, your PC must be running Windows 8 or Windows 8 Pro. For more information, read the [full terms and conditions](#).

1 GHz processor or faster with support for PAE, NX, and SSE2
 1-2 GB RAM / 16-20 GB available hard disk space
 1024 × 768 screen resolution
 DirectX 9 graphics processor with WDDM driver
 To use touch, you need a PC that supports multitouch

Internet access (fees may apply)
 Microsoft account required for some features
 Watching DVDs requires separate playback software
 Windows Media Center license sold separately
[See the full system requirements](#)

Sužinokite daugiau apie „Windows 8 N“ leidimus

Sistemos reikalavimai

Norint įdiegti nemokamą naujinimą į „Windows 8.1“ arba „Windows 8.1 Pro“ naudodami „Windows“ parduotuvę, kompiuteryje turi būti naudojama „Windows 8“ arba „Windows 8 Pro“.

Norėdami sužinoti daugiau perskaitykite visas sąlygas.

1 GHz arba spartesnis procesorius, palaikantis PAE, NX ir SSE2
 2 GB atminties / 20 GB laisvos vietos standžiajame diske
 1024 × 768 ekrano skiriamoji geba
 „DirectX 9“ grafikos procesorius su WDDM tvarkykle
 Norint naudoti lietimą funkciją, reikia kompiuterio, palaikančio [kelių lietimų funkciją](#)

Interneto prieiga (gali būti taikomi mokesčiai)
 Norint naudotis kai kuriomis funkcijomis reikalingas „Microsoft“ abonementas
 Norint žiūrėti DVD reikalinga atskira atkūrimo programinė įranga
 „Windows Media Center“ licencija parduodama atskirai
[Žr. visus sistemos reikalavimus](#)

End-of-Support, July 14, 2015

➔ 5 reasons to upgrade your server

Palaikymas nutraukiamas 2015 m. liepos 14 d.

➔ 5 priežastys, kodėl verta atnaujinti serverį

Word	Excel	PowerPoint	OneNote	Outlook	Publisher	Access
135,00 €	135,00 €	135,00 €	69,00 €	135,00 €	135,00 €	135,00 €
Išgyti dabar						
Sužinokite daugiau						
Word	Excel	PowerPoint	OneNote	Outlook	Publisher	Access
\$109.99	\$109.99	\$109.99	\$69.99	\$109.99	\$109.99	\$109.99
Buy now						
Learn more						

Choose the Office 365 plan that works for you

Compatible with Windows 7 or later, and Mac OS X 10.6 or later.

[See options for business](#)

Office 365 Home	Office 365 Personal
Office for households	Office for you
\$9.99 per month	\$6.99 per month
Buy now	Buy now
Save 16% with a yearly subscription	Save 16% with a yearly subscription
\$99.99 per year	\$69.99 per year
Buy now	Buy now
Office 365 Home	Office 365 Personal
„Office“ namų ūkiams	„Office“ jums
10,00 € per mėnesį	7,00 € per mėnesį
Išgyti dabar	Išgyti dabar
Sutaupykite 17% išsigiję metinę prenumeratą Išsigykite dabar už 99,00 € ➔	Sutaupykite 17% išsigiję metinę prenumeratą Išsigykite dabar už 69,00 € ➔

Pasirinkite jums tinkamą „Office 365“ planą

Suderinamas su „Windows 7“ arba naujesne versija ir „Mac OS X 10.6“ arba naujesne versija.

[Žr. žmonėms skirtas parinktis](#)

1. By 2015, the world's mobile worker population will reach **1.3 billion, or 37.2% of the total workforce.** That is another 300 million mobile workers on the planet compared to 2010.

(IDC Infographic, Rise of Mobility, 2014)

1. Iki 2015 m. mobilių darbuotojų skaičius visame pasaulyje pasieks **1,3 mlrd.**, kitaip sakant sudarys **37,2 % visos darbo jėgos**. Tai yra dar 300 mln. papildomų mobilių darbuotojų pasaulyje, palyginti su 2010 m.

(IDC Infographic, Rise of Mobility, 2014) (anglų k.)

2. Telecommuting is primarily taking place in emerging markets: those working in the **Middle East and Africa (27%), Latin America (25%)** and **Asia-Pacific (24%)** are considerably more likely than those in **North America (9%)** and **Europe (9%)** to telecommute 'on a frequent basis.'

(IPSSOS/Reuters "The World of Work: Global Study of Online Employees Shows One in five (17%) Work from Elsewhere," 2012)

2. Nuotolinis darbas populiariausias besivystančiose rinkose: dažnai dirbančių nuotoliniu būdu **Viduriniuose Rytuose ir Afrikoje (27 %), Lotynų Amerikoje (25 %)** ir **Azijos bei Ramiojo vandenyno regione (24 %)** yra gerokai daugiau nei **Šiaurės Amerikoje (9 %)** ir **Europoje (9 %)**.

(IPSSOS/Reuters "The World of Work: Global Study of Online Employees Shows One in five (17%) Work from Elsewhere," 2012) (anglų k.)

3. Those with a high level of education are most likely to telecommute on a frequent basis (25%) followed by those **under the age of 35** (20%) and those with a **high household income** (20%). **Men** (19%) are more likely than **women** (16%) to telecommute frequently.

(IPSSOS/Reuters, "The World of Work: Global Study of Online Employees Shows One in five (17%) Work from Elsewhere," 2012)

3. Tarp dažnai dirbančių nuotoliniu būdu pirmąja aukštesnio išsilavinimo darbuotojai (25 %), o antrą vietą dalijasi **jaunesni nei 35 metų** (20 %) ir tie, kurių **šeimos pajamos yra didelės** (20 %). **Vyrai** nuotoliniu būdu dirba dažniau (19 %) nei **moterys** (16 %).

(IPSSOS/Reuters, "The World of Work: Global Study of Online Employees Shows One in five (17%) Work from Elsewhere," 2012) (anglų k.)

4. By 2015, Asia-Pacific is projected to lead the world in mobility, with **877 million virtual workers** (compared to 212 million in the Americas) and over **766 million smart connected devices** (compared to 570 million in the Americas).

(IDC Infographic, Rise of Mobility, 2014)

4. Iki 2015 m. Azijos ir Ramiojo vandenyno šalys taps pirmąja pasaulio mobilumo, su **877 mln. virtualiuoju būdu dirbs** (palyginus su 212 mln. Pietų Amerikoje) ir bus naudojama daugiau nei **766 mln. išmaniųjų prijungtų įrenginių** (palyginus su 570 mln. Pietų Amerikoje).

(IDC Infographic, Rise of Mobility, 2014) (anglų k.)

„Microsoft Office“ dokumentų ir PDF failų įdėjimas į svetainę

Sužinokite, kaip turinio įdėjimas gali pagerinti jūsų verslo našumą

„Excel“ darbknugės įdėjimas

[Įrašyti sąrašai](#)

Ką dar galiu nuveikti naudodamas „Office Online“?

„Office Online“ yra puikių funkcijų, skirtų tinklaraštininkams ir žiniatinklio leidėjams.

[Įdėkite „Office“ dokumentus](#)

[„Office“ žiniatinklio peržiūros programa](#)

[Interaktyvusis „Excel“ rodinys](#)

Užsakymų retrospektyva

Užsakymų retrospektyvos puslapyje galite lengvai peržiūrėti išsamią informaciją apie ankstesnius užsakymus. Čia pateikiama informacijos apie produktus, kuriuos užsisakėte „Microsoft“ saugykloje, pvz., užsakymo data, kiekvieno užsakymo atsiskaitymo adresas, užsakymo numeris, užsakymų suma ir būseną.

Mokėjimas

Abonemente galite nurodyti kelis mokėjimo būdus – kredito kortelių numerius, galiojimo datas ir atsiskaitymo adresus. Tuomet, atlikdami pirkimą, tiesiog pasirinkite mokėjimo metodą, kurį norite naudoti tam tikram užsakymui. Saugumo sumetimais rodomi tik keturi paskutiniai kredito kortelės skaitmenys.

Kaip įtraukti mokėjimo informaciją:

1. Laukelyje Kortelės numeris įveskite kredito kortelės numerį.
2. Atitinkamuose išplėčiamuosiuose sąrašuose pasirinkite galiojimo mėnesį (MM) ir metus (YYYY).
3. Išplėčiamajame sąrašė pasirinkite atsiskaitymo adresą. Sąrašė rodomi visi įvesti pristatymo adresai. Sąrašė taip pat galite pasirinkti įrašį Naujas adresas ir įvesti naują adresą, kurio nėra jūsų adresų sąrašė.

Saugos sumetimais kortelės patikrinimo vertė (CVV) nėra laikoma su jūsų kredito kortele. Ją turite pateikti tik atlikdami pirkimą.

Jeį įtraukdami mokėjimo informaciją nurodote naują atsiskaitymo adresą, šis adresas įrašomas kartu su kitais adresais.

Sužinokite, kaip turinio įdėjimas gali pagerinti jūsų verslo našumą

Įdėjimas reiškia, kad informacija bus rodoma tiesiogiai tinklalapyje, naudojant HTML žymes <IFRAME> arba <OBJECT>. Turinį galima iš karto peržiūrėti, bet paprastai jis yra kitoje vietoje. Įdėjimas yra stulbinančiai paprastas procesas. Daugeliu atveju galite automatiškai generuoti HTML kodą ir tada tiesiog įtraukti jį į tinklalapį. Įdėjus turinio, jūsų žiniatinklio svetainė atrodys dar profesionaliau ir dar geriau reklamuos jūsų verslą.

Be to, įdėję dokumentą į savo tinklalapį, nebeturėsite atnaujinti puslapio, kad atnaujintumėte turinį. Pavyzdžiui, jei įdedate darbknugę ir atliekate jos keitimų, jie rodomi žiniatinklio svetainėje atnaujinus jos rodomą arba ją atidarius.

Tėvai, susipažinkite su Stase

Dirbanti mama Stasė dalyvauja programose, kurios ugdo vaikų lyderių savybes – nuo skaučių iki švietimo organizacijų. Radusi puikią programą, apie kurią norėjo papasakoti mokyklos direktoriui...

[Žr. daugiau](#)

ieškote „Office“ visai šeimai? Jums tiks „Office 365 Home“.

[Sužinokite daugiau](#)

Studentai, susipažinkite su Robertu

Aukštesniojo kurso studentas Robertas dalyvauja įvairių dalykų projektuose. Sukurti dokumentą viename kompiuteryje ir siųsti jį el. paštu nelabai patogiu, todėl jis nusiuntė kito projekto „Word“ dokumentą... [Žr. daugiau](#)

Kaip ir Robertas, galite įsigyti „Office 365 University“ už specialią kainą.

[Sužinokite daugiau](#)

Visuose anksčiau paminėtuose planuose yra:

- 99,9 proc. veikimo garantija, finansiskai pagrįsta teikiamų paslaugų sutartis
- IT lygio palaikymas internetu teikiamas visą parą sprendžiant kritines problemas
- „Active Directory“ integracija, leidžianti paprastai valdyti vartotojo kredencius ir teises
- Pasaulinio lygio duomenų apsauga

Pagalba sprendžiant su „Windows 7“ suderinamumu susijusias problemas

Jeį jums kyla su programomis arba įrenginiais susijusių problemų, čia pateikiami visi ištekliai, kurių reikia jums išspręsti.

HYPERTEXT

Illustrations from the *Apple Website*:

<p>Privacy and Security</p> <p>Apple takes data security and the privacy of your personal information very seriously, and iCloud features are designed with your privacy in mind.</p> <p>Learn more about Privacy and Security ></p>	<p>Privatumas ir saugumas</p> <p>„Apple“ labai rimtai žiūri į duomenų saugumą ir asmeninės informacijos privatumą, taigi „iCloud“ funkcijos sukurtos atsižvelgiant į privatumo reikalavimus.</p> <p>Sužinok daugiau apie privatumą ir saugumą ></p>
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<p>Family Sharing</p> <p>Now up to six members of your family can share their iTunes, iBooks, and App Store purchases, along with family photos, calendars, locations, and more. It's the easy way to bring harmony to your family's digital life.¹</p> <p>Learn more ></p>	<p>Dalinkis šeimoje</p> <p>Dabar net šeši tavo šeimos nariai gali dalintis „iTunes“ ir „App Store“ pirkiniais, šeimos nuotraukomis, kalendoriais, vietos informacija ir dar daugiau. Tai tiesiog šeimos skaitmeninio gyvenimo harmonija.¹</p> <p>Sužinok daugiau ></p>
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<p>iCloud Drive</p> <p>Now you have the freedom to work with the document of your choice on the device of your choice. Because with iCloud Drive, you can safely store all your presentations, spreadsheets, PDFs, images, and other kinds of documents in iCloud. So they're always accessible from your iPhone, iPad, iPod touch, Mac, or even PC.</p> <p>Learn more ></p>	<p>iCloud Drive</p> <p>Dabar gali laisvai pasirinkti, prie kuriuo dokumento kuriuo įrenginiu dirbti. Nes „iCloud Drive“ leis saugiai laikyti visas prezentacijas, skaičiuokles, PDF failus, atvaizdus ir kitokius dokumentus „iCloud“. Todėl visada galėsi juos pasiekti savo „iPhone“, „iPad“, „iPod touch“, „Mac“ ar net PC.</p> <p>Sužinok daugiau ></p>
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<p>iTunes everywhere</p> <p>With iCloud, whatever you buy in iTunes, iBooks, and the App Store is immediately accessible on all your devices.² And iTunes Match lets you store your entire music collection in iCloud, even songs you've imported from CDs or purchased somewhere other than iTunes.³</p>	<p>„iTunes“ visur</p> <p>Kai naudoji „iCloud“, viskas, ką nusiperki iš „iTunes“ ir „App Store“, automatiškai atsiranda visuose tavo įrenginiuose.² O „iTunes Match“ leidžia laikyti visą muzikos kolekciją „iCloud“ – net iš kompaktinių diskų importuotas arba ne „iTunes“ įsigytas dainas.³</p>
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<p>Photos</p> <p>iCloud makes it easy to show off just the photos and videos you want to just the people you want to see them. Invite your friends and family and they can add their own photos, videos, and comments as well. And iCloud Photo Library, in beta, stores every photo and video you take, making them accessible from your iPhone, iPad, iPod touch, and iCloud.com.</p> <p>Learn more ></p>	<p>Nuotraukos</p> <p>Su „iCloud“ lengva rodyti tik tas nuotraukas ir vaizdo įrašus, kuriuos nori, tik žmonėms, kuriuos pasirenki. Pasikviesk draugų ir artimųjų, kad ir jie galėtų pridėti savo nuotraukų, vaizdo įrašų bei komentarų. Beta versijos „iCloud Photo Library“ saugomos visos tavo nuotraukos ir vaizdo įrašai, todėl gali juos pasiekti savo „iPhone“, „iPad“, „iPod touch“ ir per iCloud.com.</p> <p>Sužinok daugiau ></p>
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Whatever the task, fourth-generation Intel Core processors with Intel HD Graphics 5000 are up to it. From editing photos to browsing the web, everything happens ultrafast — while using less energy. And all that power is encased in an incredibly thin 0.68-inch unibody design that weighs only 2.38 pounds. [Learn more >](#)

Kokia bebūtų užduotis, ketvirtos kartos „Intel Core“ procesoriai su „Intel HD Graphics 5000“ su ja susidoros. Nuo nuotraukų redagavimo iki naršymo internete – viskas veikia ypač greitai, be to, naudojama mažiau energijos. Visa ši galia telpa itin ploname 1,7 cm storio, 1,08 kg svorio kompaktišrame dizaine. [Sužinok daugiau >](#)

OS X Yosemite.
The world's most advanced desktop operating system.

Easy to use, beautiful to look at, and engineered to take full advantage of your Mac hardware, OS X Yosemite is the world's most advanced desktop operating system. It comes with an amazing collection of apps for the things you do every day. And it makes your Mac and iOS devices work together in amazing ways. [Learn more >](#)

OS X Yosemite.
Pažangiausia pasaulyje operacinė sistema.

„OS X Yosemite“ yra paprasta naudoti, puikiai atrodanti ir sukurta taip, kad išnaudotų visas tavo „Mac“ aparatinės įrangos galimybes, todėl tai – pažangiausia pasaulyje kompiuterių operacinė sistema. Kartu su ja gausi įspūdingą kasdienėms užduotims atlikti skirtų programų rinkinį. Taip pat ji leis tavo „Mac“ ir „iOS“ įrenginiams puikiai veikti kartu. [Sužinok daugiau >](#)

802.11ac Wi-Fi support.
The next generation of wireless.

With the latest 802.11ac technology, MacBook Air takes Wi-Fi speeds over the top. Connect to an 802.11ac base station — including AirPort Extreme or AirPort Time Capsule — and experience wireless performance up to 3x faster than the previous generation of Wi-Fi. 802.11ac also delivers expanded range, so you can work more freely than ever. [Learn more >](#)

802.11ac „Wi-Fi“ palaikymas.
Nauja belaidžio ryšio karta.

Su naujausia 802.11ac technologija „MacBook Air“ „Wi-Fi“ ryšys sumuša greičio rekordus. Prisijungus prie 802.11ac bazinės stoties – įskaitant „AirPort Extreme“ arba „AirPort Time Capsule“ – belaidžio ryšio našumas yra iki 3 kartų didesnis, palyginti su ankstesnės kartos „Wi-Fi“ įrenginiais. 802.11ac taip pat veikia platesniu diapazonu, taigi gali dirbti daug laisviau. [Sužinok daugiau >](#)

Mac and iOS are connected like never before.

With OS X Yosemite and iOS 8, your devices work together in even smarter ways. Now you can make and receive iPhone calls on your Mac, even if your iPhone is in another room. Send and receive both iMessage and SMS text messages on your Mac. Start an email, document, or browsing session on one device and instantly pick it up on another. And turn on the Personal Hotspot on your iPhone right from your Mac so you can get online in an instant. [Learn more about Continuity >](#)

Tęstinumas. „Mac“ ir „iOS“ susiję kaip niekad anksčiau.

Su „Mac“ arba „iOS“ įrenginiu gali daryti neįtikėtinus dalykus. O jei naudosi abu įrenginius, padarysi dar daugiau. Kadangi dabar OS X arba „iOS 8“ yra puikių naujų funkcijų, kurios atrodo žaviai ir yra ypač naudingos. Skambink ir priimk telefono skambučius nepakeldamas savo „iPhone“. Pradėk rašyti el. laišką, redaguoti dokumentą arba naršyti internete viename įrenginyje ir tęsk nuo tos pačios vietos kitame. Gali netgi suaktyvinti „iPhone“ prielgos tašką neišimdamas „iPhone“ iš kišenės ar rankinės.

[Sužinok daugiau >](#)

iCloud.

Your content. On all your devices.

iCloud stores your content and lets you access your music, photos, calendars, contacts, documents, and more from whatever device you're on. So if you take a picture with your iPhone or make changes to your meeting schedule on your iPad, iCloud makes sure everything appears on your Mac, too. And it works both ways — create a to-do list on your Mac and you can make edits to it on your iPhone.⁵

[Learn more about iCloud >](#)

iCloud.

Tavo failai. Visuose tavo įrenginiuose.

„iCloud“ saugo tavo failus ir naudojame įrenginyje leidžia pasiekti muziką, nuotraukas, kalendorius, adresatus, dokumentus ir dar daugiau. Taigi, jei nufotografavai nuotrauką „iPhone“ arba keitei susitikimų tvarkaraštį savo „iPad“, „iCloud“ perkels visus pakeitimus į tavo „Mac“. Be to, jis veikia naudojant abu įrenginius – galima sukurti užduočių sąrašą su „Mac“, o redaguoti su „iPhone“.⁵

[Sužinok daugiau apie „iCloud“ >](#)

Engineered to the very last detail. And then some.

Creating such a stunningly thin design took equally stunning feats of technological innovation. We meticulously designed and engineered everything about iMac from the inside out. The result is an advanced, elegant all-in-one computer that's as much a work of art as it is state of the art.

[Learn more >](#)

Viskas apgalvota. Ir dar daugiau.

Kuriant tokį neįtikėtinai ploną korpusą prireikė kelių tokių pat neįtikėtinų technologinių naujovių. Iš naujo pergalvojome ir perkūrėme visus „iMac“ komponentus. Rezultatas yra šiuolaikinis, elegantiškas „viskas viename“ kompiuteris, savotiškas meno kūrinys.

[Sužinok daugiau >](#)

Up to 3x faster Wi-Fi. 802.11ac. The definition of fast.

MacBook Air supports ultrafast 802.11ac Wi-Fi. When connected to an 802.11ac base station — including AirPort Extreme and AirPort Time Capsule — wireless performance is up to 3x faster than with the previous generation of Wi-Fi or MacBook Air with 802.11n Wi-Fi.² And your Wi-Fi range improves as well. With Bluetooth technology, you can connect MacBook Air to Bluetooth-enabled devices like speakers and headphones. Even without all the wires, you're totally connected.

Iki 3 kartų spartesnis „Wi-Fi“. 802.11ac. Spartos apibrėžimas.

„MacBook Air“ palaiko ypač spartų 802.11ac „Wi-Fi“. Prisijungus prie 802.11ac bazinės stoties – įskaitant „AirPort Extreme“ ir „AirPort Time Capsule“ – belaidžio ryšio našumas yra iki 3 kartų didesnis, palyginti su ankstesnės kartos „Wi-Fi“ arba „MacBook Air“ įdiegta 802.11n „Wi-Fi“.² „Wi-Fi“ diapazonas taip pat yra platesnis. Naudodamas „Bluetooth“ technologiją, gali prijungti „MacBook Air“ prie „Bluetooth“ palaikančių įrenginių, tokių kaip garsiakalbiai ar ausinės. Net be visų tų laidų esi visiškai prisijungęs.

Brilliance onscreen. And behind it.

When you're looking at the gorgeous widescreen iMac display, there's nothing to distract you. That's because it's designed to reduce reflection. And the LCD is right up against the display glass. So you see your photos, games, movies, and everything else in vivid, lifelike detail.

[Learn more >](#)

Gražus išore. Ir vidumi.

Kai žiūri į nuostabių platų „iMac“ ekraną, niekas aplink nebesvarbu. Šiame ekrane daug mažiau nereikalingų atspindžių. O LCD yra tiesiai ant apsauginio stiklo. Todėl nuotraukos, žaidimai, filmai ir visa kita – ryškūs, tikroviški ir detalūs.

[Sužinok daugiau >](#)

High-performance technologies. Ypač našios technologijos.

With fourth-generation Intel Core processors, high-speed graphics, Thunderbolt I/O, and an advanced Fusion Drive option, iMac isn't just visually stunning. It's also incredibly powerful.

[Learn more >](#)

Turėdamas ketvirtosios kartos „Intel Core“ procesorius, sparčią grafiką, „Thunderbolt“ įvesties bei išvesties lizdus ir pažangią „Fusion Drive“ funkciją, „iMac“ ne tik išvaizdus. Jis ir labai galingas.

[Sužinok daugiau >](#)



Fast, fluid graphics. Power that performs beautifully.

iMac graphics are powerful across the board. Whether you choose fast integrated Intel HD Graphics 5000, even faster Intel Iris Pro Graphics, or incredibly fast NVIDIA discrete graphics, you'll experience 3D games and HD videos with more speed and responsiveness than ever before.

[Learn more about graphics performance >](#)



Sparti ir sklandi grafika. Gražiai veikianti galia.

„iMac“ grafika daug galingesnė nei kitų stalinių kompiuterių. Pasirinkęs integruotą „Intel HD Graphics 5000“, dar spartesnę „Intel Iris Pro Graphics“ arba neįtikėtinai sparčią NVIDIA diskrečiąją grafiką, matai daugiau žaidimus 3D žaidimus, be to, gali redaguoti HD vaizdo įrašus greičiau ir subtiliau nei kada nors išvaizdai.

iMac
with Retina 5K display

iMac
su „Retina“ 5K ekranu

[Watch the film >](#)

[Watch the keynote >](#)

[Žiūrėk filmą >](#)

[Žiūrėk „Keynote“ >](#)



Thunderbolt

Ultrafast and ultraflexible, the tiny Thunderbolt port offers blazing-fast transfer speeds and incredibly versatile expansion capabilities. Connect high-performance peripherals such as external drives, cameras, audio and video capture devices — even Mini DisplayPort displays for more screen real estate. All iMac models include two Thunderbolt ports, so you can create the ultimate do-anything desktop.

[Learn more about Thunderbolt >](#)



Thunderbolt

Itin spartus. Itin lankstus ir mažas „Thunderbolt“ prievadas teikia beprecedentes perdavimo greičio ir neįtikėtinais lankstumas išplėtimo galimybės. Prijunk didelio našumo periferinę įrangą, tokią kaip išoriniai diskai, kameros, garso ir vaizdo įrašymo įrenginiai ir net „Mini DisplayPort“ ekranai, kad turėtum daugiau ekrano vietos. Visuose „iMac“ modeliuose yra du „Thunderbolt“ prievada, kad turėtum pagrindinį visas užduotis gebantį atlikti kompiuterį.

[Sužinok daugiau apie „Thunderbolt“ >](#)

Security based on a one-of-a-kind design: your fingerprint.

iPad mini 3 comes with our breakthrough Touch ID technology. It gives you an unprecedented level of security because it uses nature's most perfect password: your fingerprint. So with just one touch, you can instantly unlock your iPad mini. But Touch ID goes beyond that. You can also make secure purchases in iTunes, iBooks, and the App Store. And with Apple Pay, you can unlock an entire world of online shopping that's fast, convenient, and secure.

[Learn more about Touch ID >](#)

Unikalus apsaugos kodas – tavo piršto atspaudas.

„iPad mini 3“ įdiegta mūsų revoliucinė „Touch ID“ technologija. Ji užtikrina neįtikėtiną lygio apsaugą, nes naudoja tobuliausią gamtos sukurtą slaptažodį – tavo piršto atspaudą. Vos vienu palietimu gali žaibiškai atrinkti savo „iPad mini“, „Touch ID“ gali dar daugiau. Taip pat galėsi saugiai pirkti iš „iTunes“, „iBooks“ ir „App Store“.



802.11ac Wi-Fi

iMac supports ultrafast 802.11ac Wi-Fi. When it's connected to an 802.11ac base station — such as AirPort Extreme and AirPort Time Capsule — you'll experience up to 3x faster wireless performance.¹ And your Wi-Fi range improves as well.



802.11ac Wi-Fi

„iMac“ palaiko ypač spartų 802.11ac „Wi-Fi“. Prisijungus prie 802.11ac bazinės stoties – tarkim, AirPort Extreme ir AirPort Time Capsule – belaidžio ryšio našumas yra iki 3 kartų didesnis.¹ „Wi-Fi“ diapazonas taip pat yra platesnis.

Advanced wireless. Do more in more places.

iPad mini 3 keeps you connected faster than ever. In more locations than ever. Two antennas and MIMO technology give iPad mini incredible Wi-Fi performance. And the Wi-Fi + Cellular model supports fast cellular networks around the world — including LTE networks.² So you can download content, stream video, browse the web, and share documents with AirDrop at amazing speeds.

[Learn more about Wireless >](#)

Pažangus belaidis ryšys. Nuveik daugiau kur bebūtum.

„iPad mini 3“ užtikrina spartesnį ryšį nei bet kada anksčiau. Dar daugiau vietų. Dvi antenos ir MIMO technologija užtikrina neįtikėtiną „iPad mini“ „Wi-Fi“ našumą. „Wi-Fi + Cellular“ modelis palaiko spartų mobiliojo tinklo ryšį visame pasaulyje.² Naudodamas „AirDrop“, gali neįtikėtinu greičiu atsisiųsti turinį, transliuoti vaizdo įrašus, naršyti internete ir dalytis dokumentais.

FaceTime HD and iSight cameras. So many reasons to smile.

Want to shoot video and photos that are unbelievably crisp, clear, and vibrant? iPad mini 3 has everything you need, including new iOS 8 features like panorama and Time-lapse mode, to capture stills and videos that are as memorable as the moments themselves. Even better, you also get this same great picture quality when making video calls.

[Learn more about Cameras >](#)

„FaceTime“ ir „iSight“ kameros. Tiek daug priežasčių šypsotis.

Nori filmuoti ir fotografuoti neįtikėtinai ryškius ir tikroviškus vaizdus? „iPad mini 3“ yra viskas, ko reikia, įskaitant naujasias „iOS 8“ funkcijas, pavyzdžiui, panoramos ir „Time-lapse“ režimus. Kad galėtum fiksuoti ne mažiau už pačius vaizdus įsimintinus vaizdo įrašus. Be to, tokios pačios puikios kokybės vaizdas bus ir vaizdo skambučių metu.

iOS 8 and iPad mini 3. A powerful combination.

iOS 8 is the most advanced mobile OS ever, with features that make iPad mini 3 even more indispensable. Continuity lets you start a project on one device and finish it on another. Family Sharing lets up to six people in your family share movies, books, music, and apps. With iCloud Drive, you can safely store any kind of document and access it from any device. In fact, every feature in iOS 8 is designed to work seamlessly with iPad mini, taking full advantage of its powerful A7 chip, ultrafast wireless, and brilliant Retina display.

[Learn more about iOS 8 >](#)

„iOS 8“ ir „iPad mini 3“. Galingas derinys.

„iOS 8“ – pažangiausia mobilioji operacinė sistema, dėl kurios funkcijų „iPad mini 3“ tampa dar nepakeičiamas. Tęstinumo funkcija leidžia pradėti projektą viename įrenginyje, o baigti kitame. Programa „Dalinis šeimose“ leidžia net šešioms šeimoms nariams dalytis filmais, knygomis, muzikos įrašais ir programomis. Naudodamas „iCloud Drive“, gali saugiai laikyti visus dokumentus ir pasiekti juos bet kuriame įrenginyje. Iš tikrųjų, visos „iOS 8“ funkcijos sukurtos taip, kad sklandžiai veiktų su „iPad mini“, visiškai išnaudodamos galingo A7 lusto, ypač spartaus belaidžio ryšio ir nuostabaus „Retina“ ekrano pranašumus.

Even the covers are more brilliant.

Protect every pixel of iPad mini 3 with a Smart Cover or Smart Case. Available in seven bright new colors, the Smart Cover is made from durable polyurethane. The Smart Case, in rich aniline-dyed leather, protects both the front and back of your iPad mini.

[Learn more about Accessories >](#)

Net dangteliai yra įspūdingesni.

Apsaugok kiekvieną „iPad mini 3“ pikselį su „Smart Cover“ arba „Smart Case“. Iš patvaraus poliuretano pagamintas „Smart Cover“ yra septynių naujų ryškių spalvų. „Smart Case“, pagamintas iš puikios anilino dažyto odos, saugo ir „iPad mini“ priekį, ir nugarėlę.

Wi-Fi on iPad Air 2 is fast — more than twice as fast as the previous generation — so downloading movies and streaming videos take less time. And the Wi-Fi + Cellular model is equipped with faster, more advanced LTE technology.³ In addition, the cellular model lets you choose from a variety of carriers and flexible short-term plans. So you can make fast connections, even when you're on the go.

[Learn more about Wireless >](#)

„iPad Air 2“ yra spartus „Wi-Fi“ – daugiau nei dvigubai spartesnis nei ankstesnės kartos – todėl filmus atsisiųsi ir vaizdo įrašus transliuosi greičiau. O „Wi-Fi + Cellular“ modelis turi spartesnę ir pažangesnę belaidžio ryšio technologiją.³

Security based on a one-of-a-kind design: your fingerprint.

iPad Air 2 comes with our breakthrough Touch ID technology. It gives you an unprecedented level of security because it uses nature's most perfect password: your fingerprint. So with just one touch, you can instantly unlock your iPad Air 2. But Touch ID goes beyond that. You can also make secure purchases in iTunes, iBooks, and the App Store. And with Apple Pay, you can unlock an entire world of online shopping that's fast, convenient, and secure.

[Learn more about Touch ID >](#)

Programos, sukurtos „iPad“. Ir viskam, ką nori juo nuveikti.

„iPad mini 3“ yra galingų programų, skirtų kasdieniams dalykams, pavyzdžiui, naršyti internete, tikrinti paštą, redaguoti filmus ir nuotraukas, rašyti ataskaitas ir skaityti knygas. O „App Store“ yra šimtai tūkstančių programų, specialiai sukurtų dideliam „Retina“ ekranui (o ne šiaip padidintų telefono programų). Todėl nesvarbu, ką veiki – fotografuoti, žaisti, keliauji ar tvarkai savo finansus – rasi tam skirtą programą, kuria viską atliksi geriau.

iPad Air 2 comes with powerful apps for the things you do every day, like surfing the web, checking email, editing movies and photos, writing reports, and reading books. And there are hundreds of thousands of apps on the App Store, designed specifically for the large Retina display (instead of stretched-out phone apps). So whether it's photography, gaming, traveling, or managing your finances, you'll find an app that will help you do it better.

[Learn more about Apps >](#)

„iPad Air 2“ yra galingų programų, skirtų kasdieniams dalykams, pavyzdžiui, naršyti internete, tikrinti paštą, redaguoti filmus ir nuotraukas, rašyti ataskaitas ir skaityti knygas. O „App Store“ yra šimtai tūkstančių ne padidintų telefono programų, bet sukurtų specialiai dideliam „Retina“ ekranui. Todėl nesvarbu, ką veiki – fotografuoti, žaisti, keliauji ar tvarkai savo finansus – rasi tam skirtą programą, kuria viską atliksi geriau.

Not just a bigger display. A better display.

It's one thing to make a bigger display. It's something else entirely to make a bigger Multi-Touch display with brilliant colors and higher contrast at even wider viewing angles. But that's exactly what we did with the new Retina HD display.

[Learn more about the Retina HD display >](#)

Ne tiesiog didesnis ekranas. Geresnis ekranas.

Viena yra sukurti didesnį ekraną. Visiškai kas kita yra sukurti didesnį „Multi-Touch“ ekraną, pasižymintį tviskančiomis spalvomis ir didesniu kontrastu net žiūrint platesniu kampiu. Tačiau būtent tai mes padarėme sukurdami naują „Retina“ HD ekraną.

Advanced wireless. Do more in more places.

iPad mini 3 keeps you connected faster than ever. In more locations than ever. Two antennas and MIMO technology give iPad mini incredible Wi-Fi performance. And the Wi-Fi + Cellular model supports fast cellular networks around the world — including LTE networks.* So you can download content, stream video, browse the web, and share documents with AirDrop at amazing speeds.

[Learn more about Wireless >](#)

Unikalus apsaugos kodas – tavo piršto atspaudas.

„iPad Air 2“ įdiegta mūsų revoliucinė „Touch ID“ technologija. Ji užtikrina neįtikėtiną lygį apsaugą, nes naudoja tobuliausią gamtos sukurtą slaptąžodį – tavo piršto atspaudą. Vos vienu palietimu gali žaibiškai atrinkti savo „iPad Air 2“. „Touch ID“ gali dar daugiau. Taip pat galėsi saugiai pirkti iš „iTunes“, „iBooks“ ir „App Store“.

Not just a thinner display. A better display.

To create the astonishingly thin silhouette of iPad Air 2, we started by redesigning the Retina display, fusing what had been three layers into one. Not only did this make the display thinner, it made it better, with more vivid colors and greater contrast. Then we added an antireflective coating, giving iPad Air 2 the least reflective display of any tablet in the world.

[Learn more about the display >](#)

Ne tiesiog plonesnis ekranas. Geresnis ekranas.

Kurdami neįtikėtinai ploną „iPad Air 2“ silueta, visiškai perkūrėme „Retina“ ekraną ir tris sluoksnius sujungėme į vieną. Ekranas tapo ne tik plonesnis – jis tapo geresnis, ryškesnių spalvų ir didesnio kontrasto. Taip pat pridėjome antirefleksinę dangą, kad „iPad Air 2“ ekranas būtų mažiausiai atspindintis iš visų bet kada sukurtų planšetinių kompiuterių.

iPhone at its largest. And thinnest.

Developing an iPhone with a larger, more advanced display meant pushing the edge of design. From the seamless transition of glass and metal to the streamlined profile, every detail was carefully considered to enhance your experience. So while its display is larger, iPhone 6 feels just right.

[Learn more about Design >](#)

„iPhone“ visa savo didybe. Ir plonybe.

Siekiant sukurti „iPhone“ su didesniu ir pažangesniu ekranu mums teko išrasti dizainą iš naujo. Nuo vientiso stiklo ir metalo susiliejimo iki supaprastinto kontūro – visos detalės buvo kruopščiai apgalvotos siekiant, kad tu patirtum geriausia. Taigi, nors „iPhone 6“ ekranas didesnis, jis kaip tik toks, kokio reikia.

iOS 8 and iPad Air 2. A powerful combination.

iOS 8 is the most advanced mobile OS ever, with features that make iPad Air 2 even more indispensable. Continuity lets you start a project on one device and finish it on another. Family Sharing lets up to six people in your family share movies, books, music, and apps. With iCloud Drive, you can safely store any kind of document and access it from any device. In fact, every feature in iOS 8 is designed to work seamlessly with iPad Air 2, taking full advantage of its powerful A8X chip, ultrafast wireless, and brilliant Retina display.

[Learn more about iOS 8 >](#)

„iOS 8“ ir „iPad Air 2“. Galingas derinys.

„iOS 8“ yra visų laikų pažangiausia mobilioji operacinė sistema, dėl kurios „iPad Air 2“ yra nepakeičiamasis. Tęstinumo funkcija leidžia pradėti projektą viename įrenginyje, o baigti kitame. Programa „Dalininkis šeimoje“ leidžia net šešioms šeimoms nariams dalytis filmais, knygomis, muzikos įrašais ir programomis. Naudojamas „iCloud Drive“, gali saugiai laikyti visus dokumentus ir pasiekti juos bet kuriame įrenginyje. Kiekviena „iOS 8“ funkcija sukurta taip, kad sklandžiai veiktų su „iPad Air 2“, išnaudotų jo galingą A8X lustą, ypač spartų belaidį ryšį ir išskirtinį „Retina“ ekraną.

Compare iPad models.

Need more details?

[Jump to the full comparison chart >](#)

Palygink „iPad“ modelius.

Reikia daugiau informacijos?

[Eik į išsamią palyginimo lentelę >](#)

Hugely powerful. Enormously efficient.

Built on 64-bit desktop-class architecture, the new A8 chip delivers more power, even while driving a larger display. The M8 motion coprocessor efficiently gathers data from advanced sensors and a new barometer. And with increased battery life, iPhone 6 lets you do more, for longer than ever.

[Learn more about Technology >](#)

Didžiai galingas. Nuostabiai veiksmingas.

Sukurtas remiantis 64 bitų kompiuterių klasės architektūra, naudojant naują A8 lustą užtikrinamas didesnis našumas, netgi kai naudojamas didesnis ekranas. M8 judesio koprosesorius našal renka pažangių jutiklių ir naujojo barometro duomenis. Ir padidinus akumuliatoriaus veikimo trukmę, „iPhone 6“ suteikia tau galimybę nuveikti daugiau ir ilgiau, kaip niekad anksčiau.

Security. Right at your fingertip.

The breakthrough Touch ID technology lets you securely access your iPhone with the perfect password: your fingerprint. You can also use it to approve purchases from iTunes, iBooks, and the App Store without having to enter your password.

[Learn more about Touch ID >](#)

Apsauga. Pačiuose pirštų galiukuose.

Pažangi „Touch ID“ technologija leidžia saugiai naudotis savo „iPhone“ pasitelkiant idealų slaptažodį – savo pirštų atspaudus. Juos taip pat gali naudoti norėdamas patvirtinti pirkinius parduotuviuose „iTunes“, „iBooks“ ir „App Store“, ir nereikia įvesti slaptažodžio.

Faster wireless. Far and wide.

iPhone 6 has faster LTE download speeds,* and it supports more LTE bands than any other smartphone so you can roam in more places. And when connected to Wi-Fi, you'll get up to 3x faster speeds.

[Learn more about Connectivity >](#)

Spartesnis belaidis. Taip toli, taip arti.

„iPhone 6“ pasižymi sparčiomis belaidėmis technologijomis ir jungiasi prie tinklų visame pasaulyje. O turėdamas pažangesnį „Wi-Fi“, galėsi mėgautis neįtikėtina sparčiu belaidžiu ryšiu.

The biggest iOS release ever.

iOS 8 is the world's most advanced mobile operating system. And with incredible new capabilities and features designed to make the most of a larger display, iOS 8 doesn't just work seamlessly with iPhone 6. It makes every experience feel bigger and better.

[Learn more about iOS 8 >](#)

Didžiausias visų laikų „iOS“ leidimas.

„iOS 8“ yra pažangiausia pasaulyje mobiliąją operacinę sistemą. Kadangi „iOS 8“ turi neįtikėtinas naujas galimybes ir funkcijas, sukurtas siekiant išnaudoti visas didesnio ekrano galimybes, jis ne tik puikiai suderinamas su „iPhone 6“. Dėl to visi įspūdingai didesni ir ryškesni.

iTunes

All the music you love. And will love.

iTunes Radio is free streaming radio with stations that evolve based on the music you play or download. You'll discover old and new favorites, and a new way to be entertained with iTunes. See what's new in iTunes >

[Download iTunes](#)

Free for Mac + PC

iTunes

Niekada nebuvo taip lengva linksmintis.

„iTunes“ programoje naršyti ir tvarkyti muziką bei filmus lengviau nei bet kada anksčiau. Įtrauk į savo kolekciją. Ir leisk visa tai, kur tik nori.

[Sužinok daugiau apie „iTunes“ >](#)

[Atsisiųsk „iTunes“](#)

Nemokamai ir „Mac“, ir PC

AirPlay.

Play content from your iPhone, iPad, iPod touch, or Mac on your HDTV.

Wirelessly play video, show off photos, and enjoy music and more from your iOS devices or Mac on your HDTV and home entertainment system.² And with peer-to-peer AirPlay, guests can wirelessly and quickly connect to your Apple TV without being on the same network or signing in with a password.³ [Learn more >](#)

AirPlay.

Leisk turinį iš „iPhone“, „iPad“, „iPod touch“ arba „Mac“ savo HDTV.

Belaidžiu ryšiu leisk vaizdo įrašus, rodyk nuotraukas, mėgaukis ir dar daugiau iš savo „iOS“ įrenginiu arba „Mac“ savo HDTV ir namų kino sistemoje.² O naudodami tiesioginę „AirPlay“ transliaciją svečiai gali belaidžiu ryšiu greitai prisijungti prie tavo „Apple TV“ nebūdami tame pačiame tinkle arba prisijungdami be slaptažodžio.³

Design.

The thinnest iPod ever.

About the size of a credit card — and just 5.4 mm thin — iPod nano is the thinnest iPod ever made. The 2.5-inch Multi-Touch display is nearly twice as big as the display on the previous iPod nano, so you can see more of the music, photos, and videos you love. Buttons let you quickly play, pause, change songs, or adjust the volume. The smooth anodized aluminum design makes iPod nano feel as good as it sounds. And iPod nano wouldn't be iPod nano without gorgeous, hard-to-choose-from colors.

[View the gallery >](#)

Dizainas.

Ploniausias kada nors sukurtas „iPod“.

Tik 5,4 mm storio ir maždaug kredito kortelės dydžio „iPod nano“ – tai ploniausias kada nors sukurtas „iPod“. 2,5 colių „Multi-Touch“ ekranas yra beveik dvigubai didesnis nei ankstesnio „iPod nano“, kad galėtum peržiūrėti daugiau mylimos muzikos, nuotraukų ir vaizdo įrašų. Mygtukai leidžia greitai paleisti, sustabdyti, pakeisti dainas ar reguliuoti garsumą. O dėl glotnaus anodinto aliuminio korpuso „iPod nano“ liesti ne ką mažiau malonu, nei jo klausytis. „iPod nano“ nebūtų „iPod nano“ be įspūdingų spalvų, iš kurių sunku išsirinkti.

[Žiūrėk galeriją >](#)

Brilliant design

There's thin and light. Then there's thin and light on a whole other level. iPod touch has a superthin aluminum body that feels barely there in your hand or pocket. It comes in colors so fun, it's hard to choose just one. With Apple EarPods, iPod touch sounds as good as it looks. And the iPod touch loop makes it all even more un-put-downable.*

[Learn more about the design of iPod touch >](#)

Ryškus dizainas

Plonas ir lengvas. Visiškai naujas plonumo ir lengvumo lygis. „iPod touch“ yra ypač plono aliuminio korpuso, kuris vos juntamas rankoje arba kišenėje. Jis tokių smagių spalvų, kad sunku išsirinkti tik vieną. Klausantis per „Apple EarPods“ „iPod touch“ skamba taip pat gerai, kaip ir atrodo. O prisegus „iPod touch“ dirželį, nuo jo jau nebeįmanoma atsipeišti.*

iPod Accessories

Get the accessories you need to take your iPod on the road, to the party, or anywhere you go.

Headphones and Headsets

The earbud headphones that come with your iPod are just the beginning. Try noise-canceling or sound-isolating headphones for distraction-free listening. Take waterproof headphones into the pool. Or select from dozens of other styles. Shop headphones at the Apple Online Store >

Cables and Docks

A dock provides a convenient and elegant home base for charging and syncing. And with the right cables, you can connect your iPod to your home stereo so you can share your music or to your home theater so you can watch videos on the big screen. Shop cables and docks at the Apple Online Store >

App-Enabled Accessories

These accessories combine with apps to reveal brilliant new ways to do more with your iPod touch. Remotely control race cars and flying drones. Give your fitness routine a high-tech boost. And automate your home with app-controlled lights, thermostats, cameras, and more. Shop app-enabled accessories at the Apple Online Store >

„iPod“ priedai

Gauk priedus, kurie pravers pasiemus „iPod“ į kelionę, vakarėlį ar kur beneuotum.

Ausinės

Kartu su „iPhone“ patekiamos į ausis kišamos ausinės yra tik pradžia. Išbandyk triukšmą mažinančias ar garsą izoliuojančias ausines. Pasirink vandeniui atsparias ausines į baseiną. Arba rinkis iš daugelio kitų stilių.

Laidai ir įstatomosios jungtys

Įstatomoji jungtis – patogii ir elegantiška namų bazė, skirta įkrauti ir sinchronizuoti. O naudodamas tinkamus laidus, gali prijungti „iPod“ prie namų stereo sistemos, kad galėtum bendrai naudoti muziką, arba prie namų kino sistemos, kad galėtum žiūrėti vaizdo įrašus dideliame ekrane.

Programėlėmis valdomi priedai

Šie priedai suderinti su programomis, kad galėtum savo „iPod touch“ naudoti dar saunesniems dalykams. Valdyk lenktyninius automobilius ir skraidyklės nuotoliniu būdu. Sportuok energingiau su pažangiomis technologijomis. Patobulink namus programėlėmis valdomais šviestuvais, termostatais, kameromis ir t.t.

The camera that changed photos now does the same for video.

More people take more photos with iPhone than with any other camera. And now the iSight camera has a new sensor with Focus Pixels and new video features, like 1080p HD at 60 fps, slo-mo at 240 fps, and time-lapse video mode. So you'll have more reasons to capture more moments on video, too.

[Learn more about Cameras >](#)

Kamera, kuri pakeitė fotografavimą, pakeis ir filmavimą.

Su „iPhone“ daugiau žmonių padaro daugiau nuotraukų, nei su bet kokiu kitu fotoaparatu. Dabar „iSight“ kameroje įtaisytas naujas jutiklis su „Focus Pixels“, taip pat yra naujų filmavimo funkcijų, tokių kaip 1080p HD filmavimas 60 kadrių per sekundę greičiu, sulėtinto vaizdo filmavimas 240 kadrių per sekundę ir „time lapse“ režimas. Taigi turėsi daugiau priežasčių užfiksuoti daugiau akimirkų ir vaizdo įrašų. Visiškai naujas jutiklis naudojamas su „Focus Pixels“, todėl automatinis fokusavimas dar spartesnis.

iCloud.com

iCloud.com is a great way to access your information when you're away from your iOS devices. You can sign in to iCloud.com from any Mac or PC to view all the documents you saved in iCloud Drive. And you can also use iCloud.com to access features like Photos, Find My iPhone, Mail, Calendar, Contacts, iWork for iCloud, and more.

iCloud.com

iCloud.com – tai puikus būdas pasiekti informaciją, kai esi toli nuo savo „iOS“ įrenginių. Gali prisijungti prie iCloud.com bet kuriuo „Mac“ arba PC ir peržiūrėti visus dokumentus, kuriuos esi išsaugojęs „iCloud Drive“. Taip pat iCloud.com gali pasiekti įvairias funkcijas, pvz., „Find My iPhone“, „iWork for iCloud“, nuotraukas, el. paštą, kalendorių, kontaktus ir kitas.

Illustrations from the Microsoft Website:

Pirkti

Namams

Microsoft Store
Office
Windows

Verslui

Bendrasis licencijavimas
Raskite IT specialistą (Pinpoint)

Shop

For home

Microsoft Store
Surface
Office
Office Store and Apps
Windows
Windows Phone
Windows Phone Apps
Xbox
Xbox Games Store

For business

Technology for small business
Volume Licensing
Find an IT Expert (Pinpoint)

Produktai

Verslui ir įmonėms

Microsoft Dynamics
Mažoms ir vid. įmonėms
Įmonės ir pramonės sprendimai
Raskite IT specialistą (Pinpoint)
Ištekliai „Microsoft“ partneriams

Products

Business and enterprise

Microsoft Dynamics
Small and midsize business
Enterprise and industry solutions
Public Sector
Find an IT Expert (Pinpoint)
Resources for Microsoft Partners
Lync unified communications
Microsoft Mediaroom IPTV platform
Windows Embedded

▼ For Home and Personal

For Small Business

For Students

Renew Office 365

Compare Office suites

▼ Namams ir studentams

Smulkiosioms įmonėms

„Mac“ kompiuteriui

Palyginti „Office“ programų paketus

Store ▼

Devices ▼

Software & apps ▼

Entertainment ▼

Support ▼

Pirkti produktus ▼

Pasiūlymai studentams

Atnaujinkite „Office 365“

Susisiekite su mumis

Palaiikymas

<p>Pagal bendrąją temą</p> <p>Klaidų pranešimai „Microsoft Update“: pakeitimų paketai, pataisos ir kt. Diegimas, versijos naujinimas ir aktyvinimas (Windows) Produkto kodai (rasti arba pakeisti) Tvarkyklės (garso, spausdintuvo, USB, kitos) „Microsoft“ aparatūros tvarkyklės</p>	<p>Pagal vartotojus</p> <p>Namų vartotojams Mažoms įmonėms IT profesionalams Programuotojams</p>
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Support

<p>By Topic</p> <p>Error messages Microsoft Update: Service packs & fixes Install, upgrade, & activate (Windows) Product keys (locate or replace) Drivers (sound, printer, USB, others) Microsoft Hardware drivers</p>	<p>By Audience</p> <p>For home users For small business For IT professionals For developers</p>
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Get started with Windows 8.1

If you're looking for detailed info on Windows 8.1 or Windows RT 8.1, the 11 pages in this tutorial are a great place to start. But if you'd like more of an overview, visit [Meet Windows](#).

Darbo su „Windows 8.1“ pradžia

Jei ieškote daugiau informacijos apie „Windows 8.1“ arba „Windows RT 8.1“, 11 šio vadovėlio puslapių yra puiki vieta pradėti. Bet jei labiau reikia apžvalginės informacijos, apsilankykite [Susipažinkite su „Windows“](#).

Shop categories: [Windows 8.1](#) | [Windows 8.1 Pro](#) | [Windows 8.1 Pro Student](#) | [Windows 8.1 Pro Pack](#) | [Windows 8.1 Pro Pack](#)

Prekių kategorijos: [„Windows 8.1“](#) | [„Windows 8.1 Pro“](#) | [„Windows 8.1 Pro“ studentams](#) | [„Windows 8.1 Pro Pack“](#)

Windows 8.1 - redesigned for laptops, desktops, and tablets. Get it now >	Students get Windows 8.1 Pro for just £49.99. Shop now >
Sistema „Windows 8.1“ buvo perkurta nešiojamiesiems, staliniams ir planšetiniams kompiuteriams. Gaukite dabar >	Studentams „Windows 8.1 Pro“ kainuoja tik €59,99. Pirkite dabar >

Tools to help you get work done

Get Office and you'll have the freedom to work virtually anytime, anywhere, on any device. Create documents with Office applications you know and trust, save them to the cloud, and edit and collaborate with others in real time with Office Online. Plus, multi-tasking split screens help you juggle when you need to, and Bing Smart Search helps you find the info fast no matter where it is.

[Learn more about Office >](#)

Įrankiai, kurie padės jums dirbti

Įsigykite „Office“ ir jūs galėsite nevaržomai dirbti bet kuriame įrenginyje, kad ir kur būtumėte. Kurkite dokumentus su gerai žinomomis ir patikimomis „Office“ programomis, rašykite juos debesyje, redaguokite ir dirbkite kartu su kitais realiuoju laiku naudodami „Office Online“. Be to, ekraną galima padalinti į kelias dalis ir imtis kelių darbų vienu metu, o „Bing“ intelektualioji ieška padeda greičiau rasti reikiamą informaciją, kad ir kur ji būtų.

[Sužinokite daugiau apie „Office“ >](#)

Ready for more?

After you've mastered the basics, check out these other tutorials:

- [Games](#)
- [Music](#)
- [Photos](#)
- [Videos](#)
- [TV & Movies](#)
- [Keeping your kids safer on the PC](#)

Norite gauti daugiau informacijos?

Išsiaiškinkite, kaip atlikti pagrindinius veiksmus, peržvelkite ir kitus vadovėlius.

- [Žaidimai](#)
- [Muzika](#)
- [Nuotraukos](#)
- [Videos](#)
- [TV laidos ir filmai](#)

[Užtikrinkite didesnę jūsų vaikų saugumą prie kompiuterio](#)

Perfect for work and play

Get more done and have more fun with a Windows 8.1 PC.

[Explore PCs](#)

[See more](#)

<p>Meet the new Windows</p> <p>Work smarter and play harder with Windows 8.1.</p>	<p>The Windows newsletter</p> <p>Sign up for a newsletter that's actually worth your time.</p>
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Puikiai tinka darbui ir žaidimams

Kompiuteryje, kuriame įdiegta „Windows 8.1“, rasite viską, ko reikia darbui ir pramogoms.

[Žr. kompiuterius](#)

[Sužinokite daugiau](#)

<p>Susipažinkite su naująja „Windows“</p> <p>Dirbkite efektyviau, o žaiskite smagiau naudodami „Windows 8.1“.</p>	<p>„Windows“ informacinis biuletėnis</p> <p>Prisiregistruokite, kad gautumėte informacinį biuletėnį, kurį tikrai verta peržiūrėti.</p>
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Work together with Office

Create polished documents with the Office applications you know and trust, save them to the cloud, and then edit and collaborate with others in real time using Office Online.

[Learn more >](#)

Dirbkite kartu naudodami „Office“

Kurkite tobulus dokumentus naudodami „Office“ taikomąsias programas, kurias pažįstate ir kuriomis pasitikite, rašykite debesyje ir redaguokite bei bendradarbiaukite su kitais realiuoju laiku naudodami „Office Online“.

[Sužinokite daugiau >](#)

Office when and where you need it

Install Office 365 on your PC or Mac, on tablets (including iPad and Android) and smartphones for when you're on the go, and on the web with Office Online for everywhere in between.

[Learn more](#)

„Office“ bet kada ir visur, kur norite

Įdiekite „Office 365“ asmeniniame arba „Mac“ kompiuteryje, planšetiniuose kompiuteriuose ir išmaniuosiuose telefonuose, jei keliaujate, ir naudokitės „Office Online“ internete.

[Sužinokite daugiau](#)

Office

Office

Welcome to Office

Sveiki! Čia „Office“

From home to business, from desktop to web and the devices in between, Office delivers the tools to get work done.

„Office“ teikia įrankius, skirtus įmonėms, namų vartotojams, kompiuteriams, žiniatinkliui ir įvairiems įrenginiams.

Find the right Office for you:

Raskite sau tinkamą „Office“

For home For business Namams Verslui

Apps

all

entertainment

music + video

tools + productivity

lifestyle

kids + family

news + weather

travel + navigation

health + fitness

photo

social

sports

personal finance

business

books + reference

education

government + politics

Programėlės

visos

pramogos

muzika ir vaizdo įrašai

įrankiai ir produktyvumas

gyvenimo būdas

vaikai ir šeima

naujienos ir orų prognozė

kelionės ir navigacija

sveikata ir fizinė parengtis

nuotraukos

žmonės

sportas

asmeniniai finansai

verslas

knygos ir žinytai

švietimas

valdžia ir politika

Facebook

Facebook for Windows Phone v5 has been completely overhauled, with faster performance, a new user interface, improved navigation, support for multiple resolutions and tile sizes, and more.

Keeping up with friends is faster than ever.

- See what friends are up to
- Share updates, photos and videos
- Get notified when friends like and comment on your posts

[show details](#)

Facebook

„Windows Phone v5“ skirta Facebook'o versija visiškai perkurta, sparčiau veikia, įdiegta nauja vartotojo sąsaja, patobulintas naršymas, palaikomos kelios skyros bei plytelių dydžiai ir kt. Dabar sužinoti, kaip laikosi draugai, galite dar greičiau.

- Pažiūrėkite, ką draugai veikia ir planuoja
- Bendrinkite naujinius, nuotraukas ir vaizdo įrašus
- Gaukite pranešimus, kai draugai mėgsta ir komentuoja jūsų skelbimus

v5.3 papildymai:

[daugiau informacijos](#)

Tip

If you're using a mouse and you don't see a **Close** button when you move your mouse to the top of an app, you might not have the latest update for Windows 8.1 and Windows RT 8.1. **Install the latest Windows 8.1 Update.**

Patarimas

Jei naudojate pelę ir perkėlę pelės žymiklį į programėles viršų nematote mygtuko **Uždaryti**, galbūt neturite naujausio „Windows 8.1“ ir „Windows RT 8.1“ naujinimo. **Įdiekite „Windows 8.1 Update“ (KB 2919355).**

Your go-to Office—anywhere

Whether you're working in your office or on the go, you get a familiar, top-of-the-line set of productivity tools. Office applications—always the latest versions—let you create, edit, and share from your PC/Mac or your iOS, Android, or Windows device with anyone in real time.

„Office“, kuris visur keliauja su jumis

Tiek biure, tiek kelyje galite naudoti geriausias pažįstamas produktyvumo įrankius. „Office“ taikomosios programos – visada naujausios versijos – leis kurti, redaguoti ir bendrinti iš asmeninio/„Mac“ kompiuterio arba „iOS“, „Android“ arba „Windows“ įrenginio su bet kuo realiuoju laiku.

Tools for teamwork

With 1 TB of storage per user, you'll have plenty of space for all your files. Plus, because your files are stored online, you can share with people in or outside your company, from wherever you're working, whenever you need to. And with multi-party HD video, content sharing, and shared calendars, you'll always be in sync with your team.

Komandinio darbo įrankiai

Vienam vartotojui suteikiama 1 TB saugyklos vietos, taigi turėsite daugybę vietos visiems savo failams. Be to, todėl, kad jūsų failai saugomi internete, galite bendrinti su žmonėmis iš jūsų įmonės ir už jos ribų, kai tik jums to reikia, nesvarbu, iš kur dirbate. O naudodami kelių dalyvių HD vaizdą, turinio bendrinimą ir bendrinamus kalendorius, niekada neatsiliksite nuo komandos.

Windows Live Mail

Windows Live Mail is a free, full-featured desktop email app that works with most email service providers.

[Find help for Windows Live Mail](#)

[Migrate email and contacts from Windows Live Mail to Outlook.com](#)

„Windows Live Mail“

„Windows Live Mail“ yra nemokama, visafunkcė darbalaukio el. pašto programėlė, veikianti su daugumos el. pašto paslaugų teikėjų paslaugomis.

[Gaukite pagalbos dėl „Windows Live Mail“](#)

[Perkelkite el. laiškus ir kontaktus iš „Windows Live Mail“ į „Outlook.com“](#)

How to use this tutorial

For best results, complete each step in order and try printing before moving to the next step.

[Next](#)

Kaip naudotis šiuo vadovėliu

Norėdami pasiekti geriausių rezultatų, veiksmus atlikite iš eilės, o prieš pereidami prie kito veiksmo pabandykite spausdinti.

[Paskesnis](#)

Familiar, only better

Office 365 keeps itself up to date, so you always have the latest features of Word, Excel, PowerPoint, and more.

[Learn more](#)

Get it done, anywhere

Whether you're working online or off, from your computer, tablet, or phone, Office 365 has you covered.

[Learn more](#)

More for your money

With low upfront costs and the flexibility to add users and services as needed, Office 365 provides the ROI you need to succeed.

[Learn more](#)

FREE WEBCAST: Join us March 3 to learn about **Cybersecurity** best practices for your business. [Register now!](#)

Pažįstama, tik geriau

„Office 365“ atsinaujina pats, kad visada turėtumėte naujausias „Word“, „Excel“, „PowerPoint“ ir kt. funkcijas.

[Sužinokite daugiau](#)

Dirbkite bet kurioje vietoje

Nesvarbu, ar dirbate prisijungę, ar atsijungę, naudojate asmeninį, planšetinį kompiuterį ar telefoną, „Office 365“ jums padės.

[Sužinokite daugiau](#)

Už savo pinigų gaukite daugiau

Užtikrinamas mažus išankstinius mokesčius ir galimybę pririnkti, lanksčiai įtraukti vartotojus bei paslaugas, „Office 365“ prisideda prie investicijų gražos, kurios reikia, kad sėkėtumėte.

[Sužinokite daugiau](#)

Windows 10 is the best yet, because of you.

For the first time, people everywhere are helping shape the future of Windows.

[Learn more](#)

„Windows 10“ yra geriausia dėl jūsų.

Pirmą kartą žmonės iš įvairių vietų padeda kurti „Windows“ ateitį.

[Sužinokite daugiau](#)

Select a plan

Run your business more easily with Office 365. Get everything you need to get work done anytime, anywhere.

Looking for Enterprise plans? [See more plans & pricing](#)

[See options for home](#)

	Office 365 Business Essentials	Office 365 Business	Office 365 Business Premium
Learn more	Learn more	Learn more	Learn more
Price	\$5.00 user/month annual commitment	\$8.25 user/month annual commitment	\$12.50 user/month annual commitment
Commitment	1 year \$5.00 user/month	1 year \$8.25 user/month	1 year \$12.50 user/month
Buy now	Buy now	Buy now	Buy now

Pasirinkite planą

Lengviau vykdykite verslą naudodami „Office 365“. Gaukite viską, ko reikia, kad galėtumėte vykdyti verslą bet kurioje vietoje, bet kurioje vietoje.

Ieškote įmonės planų? Peržiūrėkite visus planus ir kainas

[Peržiūrėkite parinktus namams](#)

Kaina be PVM.

	Office 365 Business Essentials	Office 365 verslui	Office 365 Business Premium
Price	3,80 € vartotojui per mėnesį metinis įsipareigojimas	8,80 € vartotojui per mėnesį metinis įsipareigojimas	9,60 € vartotojui per mėnesį metinis įsipareigojimas
Commitment	1 m. 3,80 € vartotojui per mėnesį	1 m. 8,80 € vartotojui per mėnesį	1 m. 9,60 € vartotojui per mėnesį
Buy now	Pirkti dabar	Pirkti dabar	Pirkti dabar
Learn more	Sužinokite daugiau	Sužinokite daugiau	Sužinokite daugiau

Enhanced security, privacy, and convenience

Enhanced safeguards help protect you and your info.

[Learn more](#)

It's easy to add or edit payment methods, and renew or cancel subscriptions.

[Update info](#)

Conveniently track your purchases and subscriptions.

[See history](#)

Didesnė sauga, privatumas ir patogumas

Gerėsnes saugos priemonės padeda apsaugoti jus ir jūsų informaciją.

[Sužinokite daugiau](#)

Lengva įtraukti arba keisti mokėjimo būdus ir atnaujinti arba atšaukti prenumeratas.

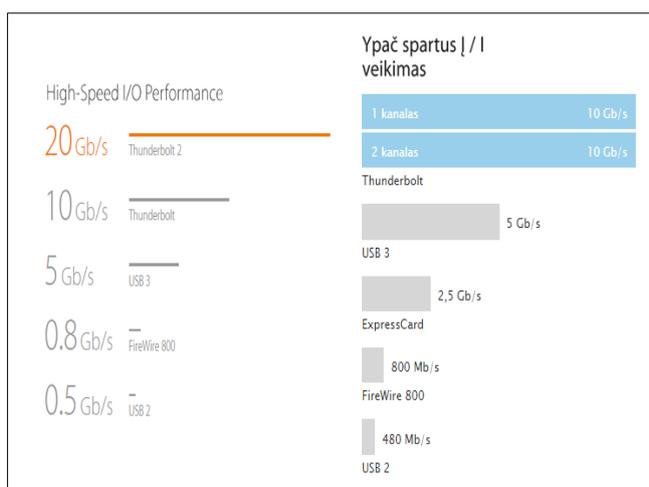
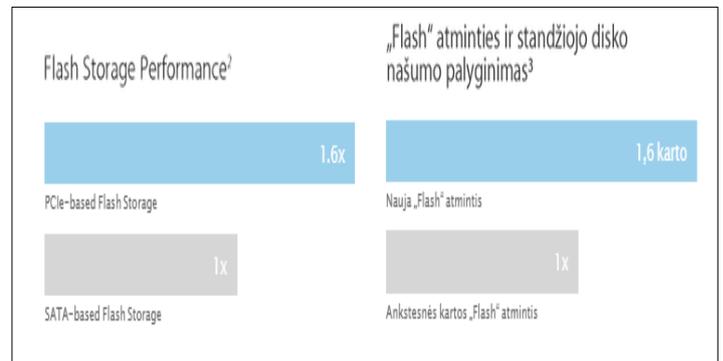
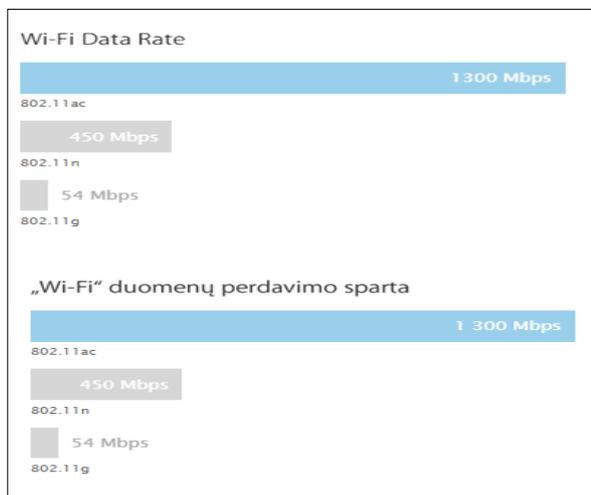
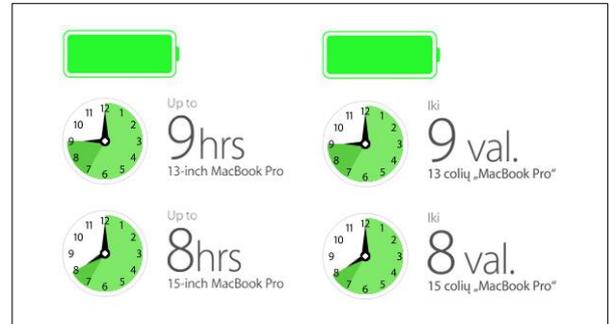
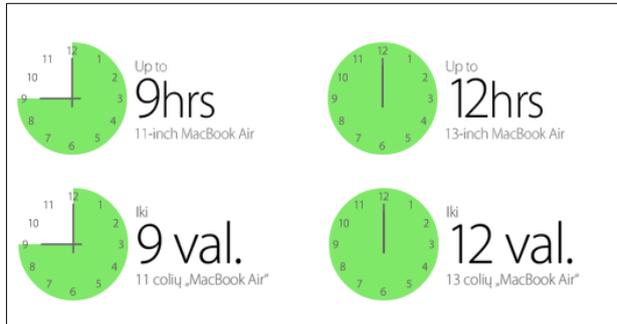
[Atnaujinkite informaciją](#)

Patogiai sekite savo pirkimo operacijas ir prenumeratas.

[Žiūrėti retrospektyvą](#)

MOVING ILLUSTRATIONS

Illustrations from the *Apple Website*:





Illustrations from the *Microsoft* website:





One place for everything in your life

Keep all your files and photos in OneDrive. Access and share them from your phone, tablet, and computer.



Get 15 GB for free. Office Online included.

[Sign up](#)

A promotional banner for OneDrive. The background is a photo of a group of children playing with a soccer ball. A smartphone is overlaid on the image, showing a close-up of one of the children's faces. The text is in English and includes a 'Sign up' button.

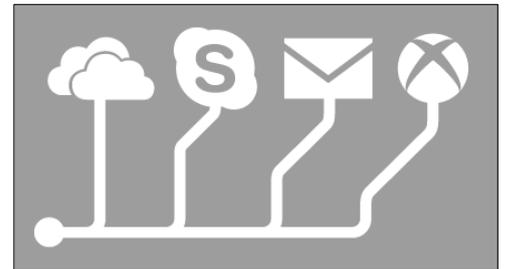
Viena vieta, skirta viskam, kas jums svarbu

Laikykite visus savo failus ir nuotraukas „OneDrive“ saugykloje. Visą galėsite pasiekti ir bendrinti telefonu, planšetiniu arba staliu kompiuteriu.

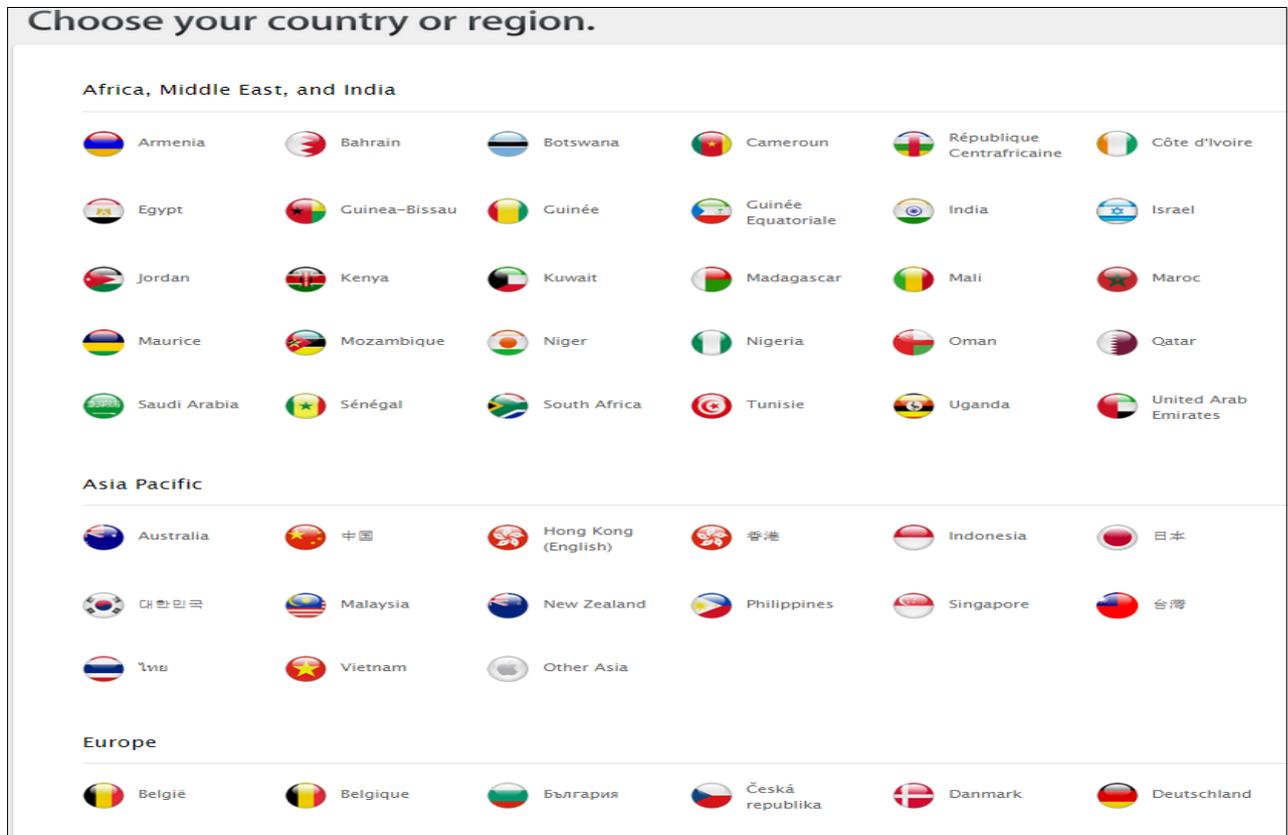


Gaukite 15 GB nemokamai. Įtrauktas „Office Online“.

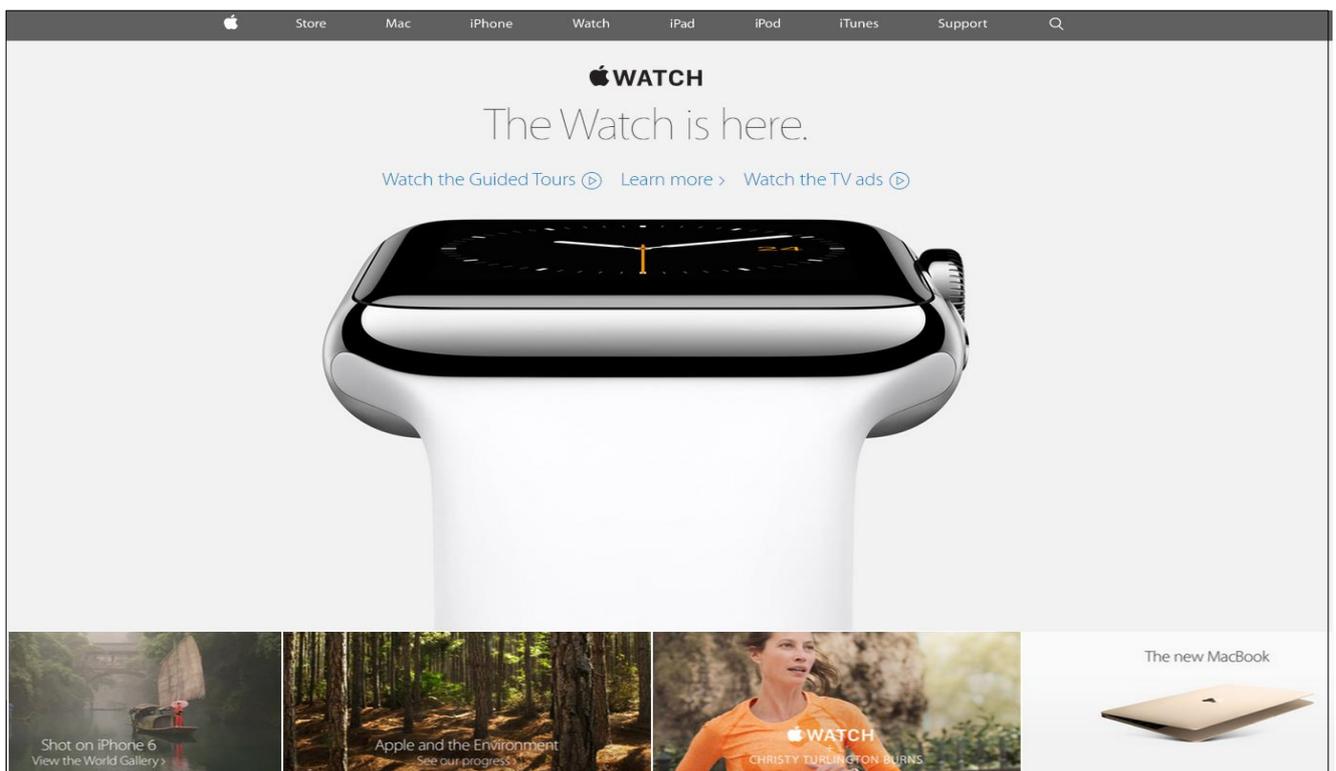
[Prisiregistruoti](#)

A promotional banner for OneDrive in Lithuanian. The background is the same photo of children playing with a soccer ball. A smartphone is overlaid, showing a close-up of a child's face. The text is in Lithuanian and includes a 'Prisiregistruoti' button.

HOMEPAGE SCREENSHOTS OF THE APPLE WEBSITE IN OTHER COUNTRIES



United Kingdom



Lithuania

The screenshot shows the Apple Lithuania website. The top navigation bar includes links for Mac, iPhone, iPad, iPod, iTunes, Palaikymas, and Kur įsigyti. The main headline reads "iPad Air 2" with the sub-headline "Pasaulis keičiasi tavo rankose". Below the headline is a thin, gold-colored iPad Air 2. A link "Sužinok daugiau > Žiūrėk „Keynote“" is positioned below the device. The bottom section features four promotional tiles: "iPhone 6 Daugiau negu didelis.", "OS X Yosemite Galia visu savo grožiu.", "iMac su „Retina“ 5K ekranu", and "iOS 8 Jau čia.". The footer contains copyright information for Apple Inc., 2015, and various legal links.

Deutschland

The screenshot shows the Apple Germany website. The top navigation bar includes links for Store, Mac, iPhone, Watch, iPad, iPod, iTunes, Support, and a search icon. The main headline reads "Fang etwas Neues an." with the sub-headline "Fantastische Dinge beginnen meistens mit einem fantastischen Produkt." and a link "Galerie ansehen >". Below the headline is a gallery of Apple products displaying various artworks: a Mac mini with a street scene, an iPhone with a person under an umbrella, an iPad with a woman's face, another iPad with a colorful abstract cat, an iPhone with a colorful abstract background, and a Mac mini with a red cat face. The bottom section features four promotional tiles: "iPhone 6 Mehr als größer.", "Apple WATCH Unsere persönlichste Technologie.", and "Verantwortung der Zulieferer Ein Jahr der Fortschritte.".

Estonia

The screenshot shows the Estonian version of the iPad Air 2 product page. At the top, a dark navigation bar contains the Apple logo and links for Mac, iPhone, iPad, iPod, iTunes, Kasutajatugi, and Kus müüakse?. The main content area features the text "iPad Air 2" and "Puuduta muutuvat maailma." Below this is a thin, horizontal iPad Air 2 device. Underneath the device are two links: "Lisateave >" and "Vaata esitlust ▶". At the bottom, a horizontal row of four promotional tiles is visible: "iPhone 6 Suurusest suurem asi." with images of two iPhones; "OS X Yosemite" with a mountain landscape and a large 'X' logo; "iMac 5K Retina-ekraaniga" with an image of an iMac; and "iOS 8 Nüüd saadaval." with the iOS 8 logo.

Latvia

The screenshot shows the Latvian version of the iPad Air 2 product page. The navigation bar at the top includes the Apple logo and links for Mac, iPhone, iPad, iPod, iTunes, Atbalsts, and Kur iegādāties. The main content area displays "iPad Air 2" and "Pārvērtības ir tavās rokās." Below the device image are two links: "Plašāka informācija >" and "Noskaties prezentāciju ▶". The bottom row of promotional tiles includes: "iPhone 6 Vairāk nekā lielāks." with iPhone images; "OS X Yosemite Tiesī tik varens, kā izskatās." with a mountain landscape and 'X' logo; "iMac ar Retina 5K displeju" with an iMac image; and "iOS 8 Ir klāt." with the iOS 8 logo.

Russia

The screenshot shows the Apple website in Russian. The top navigation bar includes links for Магазин, Mac, iPhone, Watch, iPad, iPod, iTunes, and Поддержка. The main headline reads "Начните новое." (Start something new.) with a sub-headline "Когда в вашем распоряжении такое устройство, результат будет потрясающим. Смотрите галерею >" (When you have such a device at your disposal, the result will be amazing. See the gallery >). Below this is a gallery of devices: an iMac with a Japanese street scene, an iPhone 6 with a person under an umbrella, an iPad with a woman's face, another iPad with a colorful abstract cat, an iPhone 6 with a colorful abstract background, and an iMac with a red cat face. At the bottom, there are four promotional tiles: "iPad Air 2 Смотрите фильм «Перемены»" (iPad Air 2 Watch the movie 'Changes'), "iPhone 6 Больше. Во всех проявлениях." (iPhone 6 Bigger. In all manifestations.), "Apple WATCH Наше самое персональное устройство." (Apple WATCH Our most personal device.), and "iMac с дисплеем Retina 5K" (iMac with Retina 5K display).

Israel

The screenshot shows the Apple website in Hebrew. The top navigation bar includes links for Mac, iPhone, iPad, iPod, iTunes, Support, and Where to Buy. The main headline reads "The new MacBook" with a sub-headline "Learn more > Experience the keynote ▶". Below this is a large image of the new MacBook. At the bottom, there are four promotional tiles: "MacBook Pro with Retina display 13-inch now with Force Touch.", "iPhone 6 Bigger than bigger" (with an image of two iPhones), "ResearchKit iPhone is now a powerful tool for medical research." (with an image of a hand holding an iPhone), and "iPad Air 2 Change is in the Air." (with an image of the iPad Air 2).

HOMEPAGE SCREENSHOTS OF THE MICROSOFT WEBSITE IN OTHER COUNTRIES

This site in other countries/regions:

Algeria - Français	Gulf - English	Panamá - Español	Uruguay - Español
Argentina - Español	Honduras - Español	Paraguay - Español	Venezuela - Español
Australia - English	Hong Kong SAR - English	Perú - Español	Việt Nam - Tiếng Việt
België - Nederlands	Hrvatska - Hrvatski	Philippines - English	Ελλάδα - Ελληνικά
Belgique - Français	India - English	Polska - Polski	Беларусь - Беларуская
Bolivia - Español	Indonesia - Bahasa Indonesia	Portugal - Português	България - Български
Bosna i Hercegovina - Hrvatski	Ireland - English	Puerto Rico - Español	Қазақстан - Русский
Brasil - Português	Ísland - Íslenska	República Dominicana - Español	Россия - Русский
Canada - English	Italia - Italiano	Republica Moldova - Română	Україна - Українська
Canada - Français	Jordan - English	România - Română	ישראל - עברית
Česká Republika - Čeština	Latvija - Latviešu	Saudi Arabia - English	العراق - العربية
Chile - Español	Lebanon - English	Schweiz - Deutsch	المملكة العربية السعودية - العربية
Colombia - Español	Lietuva - Lietuvių	Singapore - English	ليبيا - العربية
Costa Rica - Español	Magyarország - Magyar	Slovenija - Slovenščina	مصر - العربية
Crna Gora - Srpski	Malaysia - English	Slovensko - Slovenčina	دول الخليج - العربية
Cyprus - English	Malta - English	South Africa - English	ไทย - ไทย
Danmark - Dansk	México - Español	Srbija - Srpski	대한민국 - 한국어
Deutschland - Deutsch	Morocco - Français	Sri Lanka - English	中国 - 简体中文
Ecuador - Español	Nederland - Nederlands	Suisse - Français	台灣 - 繁體中文
Eesti - Eesti	New Zealand - English	Suomi - Suomi	日本 - 日本語
Egypt - English	Nicaragua - Español	Sverige - Svenska	香港特別行政區 - 繁體中文
El Salvador - Español	Nigeria - English	Tunisia - Français	
España - Español	Norge - Bokmål	Türkiye - Türkçe	
France - Français	Österreich - Deutsch	United Kingdom - English	
Guatemala - Español	Pakistan - English	United States - English	

United Kingdom

Microsoft

Shop Products Downloads Support

Find a Microsoft Store near you

Introducing Microsoft Health

Learn more
Meet Microsoft Band

See how Surface Pro 3 stacks up against MacBook Air.

The best games of the year live on Xbox One.

Just \$249: Get the ASUS X551 today.

Discover

Windows
Office
Surface
Windows Phone
Nokia devices
Xbox
Skype
MSN
Bing

For home For work

Try Office 365 free for one month.

Say hello to Cortana on a new Windows phone.

Download the latest browser for Windows.

Downloads

Windows
Office
Internet Explorer

Security & updates

Windows Update: Service packs & fixes
Microsoft Security Essentials
Microsoft account security info

Support

Windows XP end of support
Windows help & how-to
Office
Find more support

Lithuania

Microsoft

Pirkti ▾ Produktai ▾ Atsisiuntimai ▾ Palaikymas ▾

Windows Phone

Pristatome dar geriau pagal poreikius pritaikomą išmanųjį telefoną

Sužinokite daugiau

Isigykite „Office 365“ ir gaukite 1 TB vietos „OneDrive“ failų saugykloje.

Atsisiųskite naują „Windows“ skirtą naršyklę.

Saugokite kodą debesyje. Visual Studio Online.

Atrask

Windows
Office
Windows Phone
„Nokia“ įrenginiai
Xbox
Skype
Bing

Namams Darbui

„OneDrive“: gaukite nemokamą 15 GB dydžio saugyklą internete jau dabar.

Prisiregistruokite norėdami naudoti Outlook.com – nemokamą el. pašto paslaugą, sukurtą ryšiu palaikyti.

Jums reikalingos technologijos iš patikimų rankų

Atsisiuntimai

Visi „Windows“ atnaujinimai
Office atsisiuntimai

Sauga ir naujinimai

Microsoft Security Essentials
„Microsoft“ abonemento saugos

Palaikymas

Baigiasi „Windows XP“ palaikymas
Windows žinynas ir pagalba Kaip

Deutschland

Surface

Tablet und Laptop in einem. Surface Pro 3.

Weitere Informationen
Jetzt kaufen

Ein neues Gerät zu Weihnachten? Mit Office wird es perfekt.

Das neue Lumia 535 mit integriertem Office. Mehr erfahren.

Die coolsten Spiele des Jahres – live auf Xbox One.

Entdecken

Windows
Office
Surface
Windows Phone

Im Büro Zu Hause

Nutzen Sie mit Office 365 Business die bekannten Office Anwendungen auf

Verwalten Sie Benutzer, Geräte, Applikationen und Daten.

Das ist die Cloud, die Daten lebendig werden lässt. Erfahren Sie mehr.

Estonia

Office 365

Ostke Office 365 ja saate OneDrive'ilt 1 TB failide salvestusruumi

Lisateave Ostke kohe.

An illustration on an orange background showing a white cloud with a red outline. Below the cloud are icons for Office 365 applications: a laptop with a mail icon, a monitor with a PowerPoint icon, a tablet with an Excel icon, and a smartphone with a Word icon.

Tutvuge ühe omanäolisema nutitefoniga.



Skype'i abil saate ühendust pidada praktiliselt igast seadmest.



Laadige alla uusim brauser Windowsi jaoks.

Avasta

- Windows
- Office
- Windows Phone
- Mobiilseadmed

Töö jaoks

Koduseks kasutuseks



Hallake kasutajaid, seadmeid, rakendusi ja andmeid.



Laadige tasuta alla Visual Studio Community 2013.



Proovige Dynamics CRM-i ja vaadake, mida on seal uut.

Latvia

Office 365

Iegādājieties Office 365 un iegūstiet 1 TB failu krātuves pakalpojuma OneDrive

Uzzināt vairak Iegūt tūlīt

An illustration on an orange background showing a white cloud with a red outline. Below the cloud are icons for Office 365 applications: a laptop with a mail icon, a monitor with a PowerPoint icon, a tablet with an Excel icon, and a smartphone with a Word icon.

Iepazīstieties ar personiskāku viedtālruni.



Lejupielādējiet jaunāko operētājsistēmai Windows paredzēto pārlūkprogrammu.



Sazinieties, izmantojot Skype, — gandrīz jebkurā ierīcē.

Iepazīstiet

- Windows
- Office
- Windows Phone

Darbam Mājām



Russia

Office 365

Купите Office 365 и получите 1 ТБ в хранилище OneDrive

Узнать больше
Купите сейчас





Office уже встроен в Lumia 535 с двумя сим-картами. Узнайте больше.



Новые курсы MVA



Общайтесь в Skype с родными и близкими практически с любого устройства.

Узнавайте **НОВОЕ**

Windows
Office

Для работы



Для домашнего использования





Israel

Office 365

קנה את Office 365 וקבל שטח לאחסון קבצים בנפח 1 TB ב-OneDrive

למד עוד
הורד עכשיו





ראה מה אפשרי עם ה-MSN החדש.



המשחקים הטובים ביותר של השנה זמינים ב-Xbox One.



הכר טלפון חכם אישי יותר.



לעבודה



לבית



גלה

Windows
Office
Windows Phone