



- 02 Sample BLOOMBERG  
LAUNCHPAD™ View**
- 04 Launching Security Monitors**
- 07 Editing Monitor Column Data**
- 09 News Panels**
- 11 Charts**
- 13 Tips and Shortcuts**

# SAMPLE BLOOMBERG LAUNCHPAD VIEW

BLOOMBERG LAUNCHPAD consists of multiple news and data components that form a desktop display known as a BLOOMBERG LAUNCHPAD View. Users have the ability to create multiple Views and send them as message attachments across the BLOOMBERG PROFESSIONAL® service Message system.

The screenshot displays the Bloomberg Launchpad interface with several key components:

- Top Panel:** Menu bar (File, Launch, Find, Tools, Reveal, Help) and a list of economic releases with columns for Date, Time, Event, Survey, Actual, and Prior Revised.
- Left Panel:** 'Best Performers' table for the Energy Sector, listing tickers like XOM, CHK, HAL, VLO, COP, SLB, CVX, NBR, EP, GWV, XTO, BJS, BTU, HLEN, OXY, ECA, APC, DVN, EH, ACL, ESN, and ESOV with their respective last prices, percentage changes, and expected dates.
- Center Panel:** 'WEI REPLICA' table showing market indices such as AMERICA (DOW JONES, S&P 500, NASDAQ, S&P TSX, MEXICO BOLSA, BRAZIL BOVESPA), EMEA (DJ STOXX 50, FTSE 100, CAC 40, DAX, IBEX 35, S&P MIB, AMSTERDAM EXCHANGES, OMX STOCKHOLM 30, SWISS MARKET), and ASIA PAC (NIKKEI 225, HANG SENG, S&P ASX 200) with their last values, changes, and percentage changes.
- Right Panel:** 'FX Majors' table listing currency pairs like CADUSD, EURUSD, JPY, CHF, GBP, AUD, and their bid/ask prices.
- Bottom Left Panel:** 'Commodities' table listing gold, silver, platinum, palladium, aluminum, copper, gas, and crude oil with their last prices, changes, and volumes.
- Bottom Center Panel:** 'TREASURY' table showing yields for 2YR, 5YR, 10YR, and 30YR maturities.
- Bottom Right Panel:** 'News/Research for EUROPE' feed displaying headlines such as 'UBS Lease of Office Space to Hedge Funds Probed (Correct)', 'Dollar Drops to 3-Week Low Versus Euro on ECB Rate Speculation', and 'Lufthansa to Add 3,000 Jobs in Germany; Shares Rise (Update1)'.
- Charts:** Two line charts are visible: 'INLU Index' and 'HSPA LR Realty', both showing price trends over time.
- Search Panel:** A 'Security Search' box at the bottom right allows users to search by issuer/company name or ticker, with an example 'ford Corp' and a yellow key.

# LAUNCHING SECURITY MONITORS

Multiple Monitor components can be launched and customized to track any type of security. Additional features include color-coding securities and setting price alerts.



## To Start BLOOMBERG LAUNCHPAD:

Type BLP <GO>, or press the white 'LPAD' button on your Bloomberg LAUNCHPAD toolbar. You are now ready to begin creating a customized display.



## To Launch a Monitor Component:

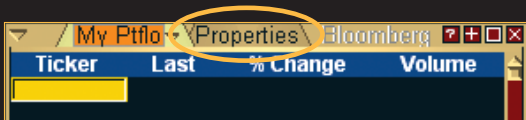
- Left mouse-click on the red 'Launch' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Monitor' from the drop-down menu of choices.
- Select 'Monitor Manager'.

The Monitor Manager is now displayed.

- Select 'Create New'.

A blank Monitor component is now displayed, as shown below.

- Click on the 'Properties' tab and enter a name for the Monitor. In the example shown, the monitor is called 'My Ptflo'.



Note:

There are three ways to enter securities into a monitor:

## 1. Manual Security Entry

To enter a list of securities:

- Click on the blank yellow cell and enter the ticker and relevant exchange for your first security, e.g. DCX US.
- Now press the appropriate Yellow Market Sector Key, for instance, <Equity>.
- Press the down arrow on your keyboard to repeat the process for the second ticker.
- Once you have completed your manual entry of security tickers press <GO> to secure the list in place.

Tip:

You do not need to press the same Yellow Market Sector Key each time. However, if you are changing sector, say, from an equity to an index, then you must use the new Yellow Key that is appropriate.

To replace an existing security:

- Double-click on the ticker to open the cell and over-type with a new ticker.

To insert a new security:

- Position your cursor at the point where you wish to include a new ticker. Left-click and from the drop-down menu that appears select 'Insert Security'.

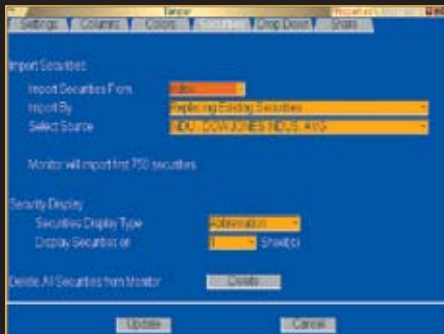


# EDITING MONITOR COLUMN DATA

## 2. Importing Securities From Other Sources

To load a group of securities instantly from an Index, Portfolio, NW monitor, etc.

- From the blank Monitor component, click on the 'Properties' tab in the top right corner.
- Select the gray 'Securities' tab.
- Using the drop-down window for 'Import Securities From', select your chosen source.
- Click on the gray 'Update' tab.



## 3. Importing Securities from Microsoft Excel

In Excel, highlight the column containing your list of tickers. Drag this list into your BLOOMBERG LAUNCHPAD monitor.

### Deleting Single Securities:

- Position the cursor on the ticker/security to be deleted, left mouse-click and select 'Delete'.

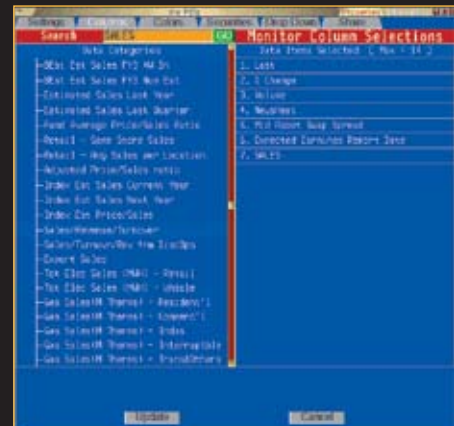
### Deleting Multiple Securities:

- Press and hold down the <Shift> key on the keyboard.
- Position the cursor on the first ticker/security to be deleted and slide the mouse over any additional securities, which highlights them in orange.
- Left mouse-click and select 'Delete'.

Monitor components can be further customized by selecting up to 14 columns of data from over the 6500 data items that are available.

## To Search and Select Column Data:

- From the Monitor component, click on the gray 'Properties' tab in the top right corner.
- Select the gray 'Columns' tab.
- Click into the yellow 'Search' field, enter a keyword(s) and either press <GO> on the keyboard or click on the green <GO> button beside the search field.
- From the results generated, click on the item that best fits your data needs. It will automatically be added to your existing data columns on the right.



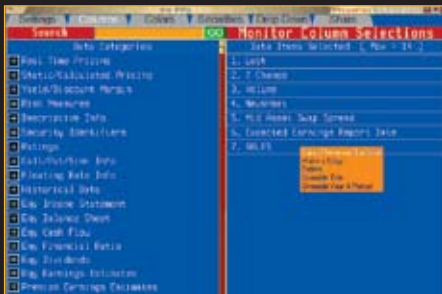
# NEWS PANELS

## Customize The Title of Column Data

Customizing how the column data title is displayed on the monitor can help save space and be easier to read. For instance you may prefer 'Vol' instead of 'Volume' or 'Impl Vol' instead of 'Implied Volatility'.

- Click on your chosen data field that appears on the right-hand side.
- From the drop-down menu, select 'Override Title'.
- In the yellow field enter your replacement title and press **<GO>**.

This gives you the ability to customize how that heading is displayed. For instance, you may prefer 'Vol' instead of 'Volume'.



## Rearrange The Sequence of Column Data

Change the order in which your column-data choices appear. For instance, if you decide you would like to move 'Volume' from column position three, to position one:

- Click and hold the data item you wish to move and slide the mouse up or down to the new position.
- Click on the gray 'Update' tab once all column data has been selected and positioned.

News-panel components can be customized in a variety of ways so that the market-moving stories, research reports and multimedia presentations that are important to you are displayed clearly.

## To Launch a News Component:

- Left mouse-click on the red 'Launch' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Media/News' from the drop-down menu of choices.
- Select 'News/Research Panel'.

A News component is displayed.

## To Edit a News Component:

- Click on the gray 'Properties' tab.

The 'Settings' screen is now displayed.



# CHARTS

The choices available are:

- A. Single Security: Enter your ticker.
- B. All News: Equivalent to **NH <GO>**.
- C. Custom Filter: Built using **PANL <GO>**.
- D. News Subject: A news code from **NI <GO>**. Click the gray 'Find' button for a complete list.
- E. News Subject Pair: Two news codes from **NI <GO>**. E.g. MNA and EUR to cross reference Mergers in Europe Click the gray 'Find' button for a complete list.
- F. News for a Monitor: Select a previously created Monitor.
- G. News for EMS View: Select a previously created EMS View.

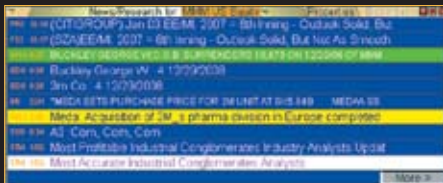
## Additional News Edit Option:

- Click on the gray 'Properties' tab.
- Click on the gray 'Display' tab.

It is recommended to select 'Squeeze headlines to fit component' and 'View History' so that you can see clearly the entire headline within the component and to view historical stories easily.

- Click on the gray 'Colors' tab.

You can specify up to five different keywords that are important to you. Allocate each word a color so that any headline featuring that word is highlighted clearly.

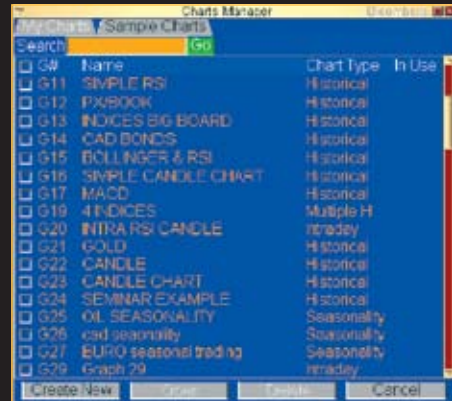


Multiple chart components can be launched and customized for single or multiple securities incorporating any number of technical indicators.

## To Launch a Chart

- Left mouse-click on the red 'Launch' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Chart' from the drop-down menu.

The Chart Manager is now displayed, which stores all previously created BLOOMBERG LAUNCHPAD charts and those created using **G <GO>**.



- Select 'Create New'.

The choices available are:

- Single security intraday/historical.
- Multiple security intraday/historical.
- Two security intraday spread, etc.
- Market Picture Histogram.

# TIPS AND SHORTCUTS

Enter all your choices on the graph creation template and click on the gray 'Update' tab once completed to display the chart.



## Adding Technical Studies:

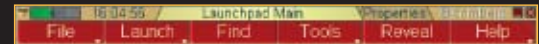
- Click on the gray 'Properties' tab.
- Click on the gray 'Studies' tab.
- Click on each Technical Study available to apply it to your existing basic graph. To customize a specific element of any study, for instance to change the default RSI period of 14 to 21, left-click on the study once you have selected it and select 'Edit Study Properties'.
- Click on the gray 'Update' tab once completed to display the chart including technical studies.



As BLOOMBERG LAUNCHPAD is continually enhanced, the list of available components will grow extensively. Use the 'Component Finder' to locate components that may be useful to include in your BLOOMBERG LAUNCHPAD Views.

## Finding Components

- Left mouse-click on the red 'Find' button from the BLOOMBERG LAUNCHPAD toolbar.



The Component Finder is now displayed.





## Launching Other Components

In addition to launching components from the toolbar, you may also create a BLOOMBERG LAUNCHPAD component from almost any function in the traditional BLOOMBERG PROFESSIONAL service environment using the function **LLP <GO>**.

Example:

• **BARC LN <Equity> DES <GO> LLP <GO>**

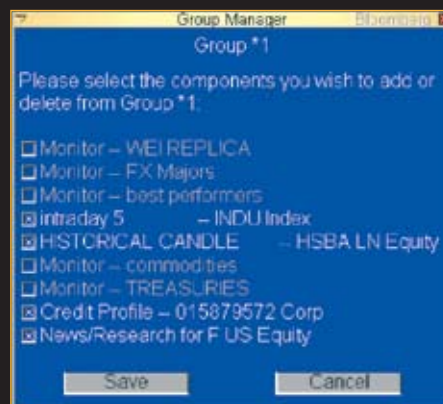
• **WEI <GO> LLP <GO>**

SYMBOL	DESCRIPTION	PRICE	CHG	PERCENT	LAST	CHG	PERCENT
APC	APC	83.12	0.00	0.00%	1.42	1.71	1.42%
AMZN	AMZN	117.24	0.00	0.00%	1.14	1.14	1.14%
MSFT	MSFT	72.12	0.00	0.00%	0.85	1.18	1.63%
GOOG	GOOG	57.97	0.00	0.00%	0.85	1.50	2.60%
IBM	IBM	142.12	0.00	0.00%	1.14	0.80	0.56%

## Linking Components

The full power of BLOOMBERG LAUNCHPAD is realized when the individual components within your View are linked together. Using this feature ensures that when a ticker code is changed in any one component, either through manual entry or simply drag/drop a security from a monitor into any component, all linked components will react and change accordingly.

- Left mouse-click on the red 'Tools' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Group Manager'.
- Select which components you would like to create a link between.
- Click on 'Save' to store those links as 'Group 1'.



Note:

You can create multiple Groups which contain different linked components, for example, Group 1 may contain linked charts, Group 2 may be linked news components.

## Display Other Sample BLOOMBERG LAUNCHPAD Views

Display pre-canned sample views by market sector:

- Left mouse-click on the red 'Tools' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Sample Views'.
- Enter your criteria to generate a list of sample views to choose from.

# CUSTOMER SUPPORT

The outstanding level of customer and product support provided by Bloomberg will ensure you are always up-to-date with the latest features and benefiting from the full value of your Bloomberg terminal. The following options are available for your use:

## **BREP <GO>**

Display the name of your dedicated Bloomberg Account Representative.

## **TRAIN <GO>**

A menu of Bloomberg training resources that can help you better navigate the BLOOMBERG PROFESSIONAL service. View all on-line training manuals, register to attend Bloomberg seminars and events, request on-site training, or read about new functions and enhancements.

## **CERT <GO>**

The Product Certification program has been designed to equip financial professionals with the power of the BLOOMBERG PROFESSIONAL service. Participate in well-structured classes to improve your knowledge and proficiency of Bloomberg, optimize your job performance, and differentiate yourself from your peers.

## **<HELP> <HELP>**

Contact the LIVE 24/7 Global Help Desk to send enquiries and receive help in real time.





**Helpx2**

Press the <HELP>  
key twice for instant  
live assistance.

**bloomberg.com**

**Frankfurt**  
+49 69 92041 0

**Hong Kong**  
+852 2977 6000

**London**  
+44 20 7330 7500

**New York**  
+1 212 318 2000

**San Francisco**  
+1 415 912 2960

**São Paulo**  
+55 11 3048 4500

**Singapore**  
+65 6212 1000

**Sydney**  
+61 2 9777 8600

**Tokyo**  
+81 3 3201 8900

BLOOMBERG, BLOOMBERG PROFESSIONAL, BLOOMBERG MARKETS, BLOOMBERG NEWS, BLOOMBERG ANYWHERE, BLOOMBERG TRADEBOOK, BLOOMBERG BONDTRADER, BLOOMBERG TELEVISION, BLOOMBERG RADIO, BLOOMBERG PRESS and BLOOMBERG.COM are trademarks and service marks of Bloomberg Finance L.P., a Delaware limited partnership, or its subsidiaries. The BLOOMBERG PROFESSIONAL service (the "BPS") is owned and distributed locally by Bloomberg Finance L.P. (BFLP) and its subsidiaries in all jurisdictions other than Argentina, Bermuda, China, India, Japan and Korea (the "BLP Countries"). BFLP is a wholly-owned subsidiary of Bloomberg L.P. ("BLP"). BLP provides BFLP with all global marketing and operational support and service for these products and distributes the BPS either directly or through a non-BFLP subsidiary in the BLP Countries.