GETTING STARTED ON BLOOMBERG LAUNCHPAD

Start your day with the most powerful and flexible desktop workspace available for financial professionals.

Bloomberg

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INTRODUCING BLOOMBERG LAUNCHPAD

Bloomberg Launchpad™ is a powerful workspace tool that gives you maximum control and flexibility in managing Bloomberg Professional® service content and functionality in a desktop environment. Launchpad™ allows you to combine multiple functions and monitors on pages and in views, thus helping you organize and consolidate your desktop to fit your personal workflow.

MONITOR DATA

Launchpad's monitoring features allow you to track large numbers of securities easily by opening multiple monitoring panels and adding multiple securities. You can also quickly add or change the securities in a monitor by importing securities from various sources or by dragging and dropping securities into a monitor panel.

CUSTOMIZE FUNCTION PANELS

Launchpad allows you to create a panel containing multiple components. Each component is quickly accessible using tabs at the bottom of the panel.

GROUP COMPONENTS

Launchpad allows you to create a group of components that you can maintain for a security or group of securities. Component groups are easily modified; when you change a security in one component, the other components in the group are updated with the new security.

SEARCH FOR FUNCTIONS AND DATA

The Launchpad Browser organizes Bloomberg Professional service functions in a browser window, so you can search for, and find like functions easily.
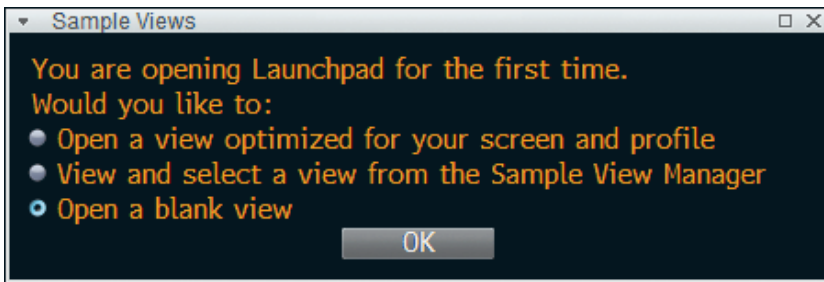
COMMUNICATE IDEAS

You can communicate and exchange information with clients and colleagues by sending and sharing pages or entire views.
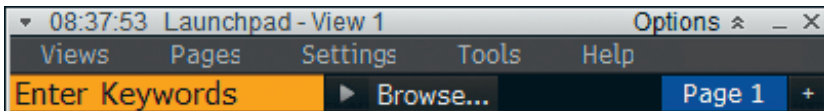
ACCESSING LAUNCHPAD FOR THE FIRST TIME

When starting Launchpad using BLP <GO> and there are no views set up, the "Sample Views" window appears with 3 options to choose from.

Click "Open a blank view" and the Launchpad toolbar will appear with Page 1 loaded as the only page in View 1.

Launchpad functionality is contained in a set of menus that resides on the Launchpad toolbar.

To see the Launchpad menus, click the Options chevron on the right side of the toolbar.

Views: Contains options to manage views.

Pages: Contains options to manage pages within views.

Settings: Allows you to control some general aspects of Launchpad behavior.

Tools: The Tools menu allows you to access manager functions that centralize the views, pages and monitor options.

Help: Provides Help Page for Launchpad.

COMMON BLP COMMANDS

There are various BLP commands which you can run to execute a specific action.
BLP EMPTY <GO> / BLP BLANK<GO> / BLP NEW <GO> : Allows you to load a blank view
BLP AGAIN "VIEW NAME" <GO> : To load a specific Launchpad view
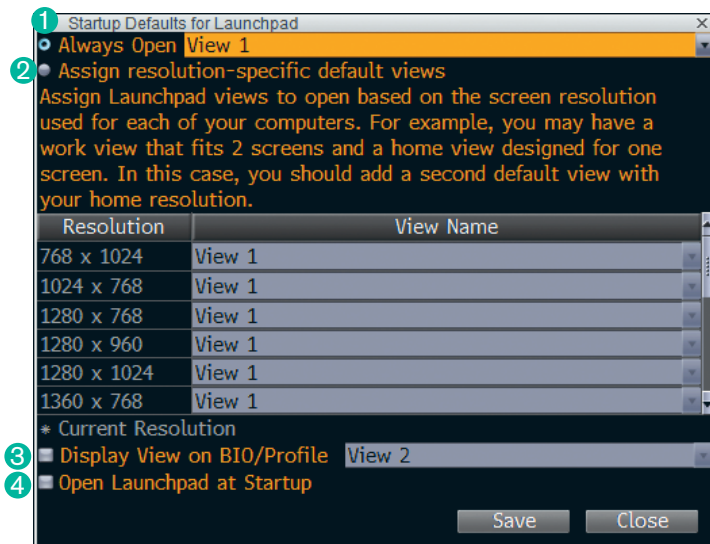BLP AGAIN <GO> / BLP RELOAD <GO> : To refresh your Launchpad view

SETTING UP LAUNCHPAD VIEWS

You can choose to have Launchpad open automatically when you log on to the Bloomberg Professional service.
You can choose which of your saved views opens when you start Launchpad.

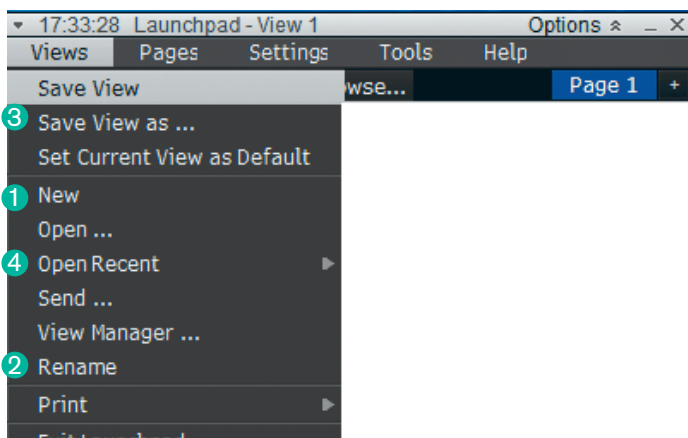By default, the most recently opened view is used when you start Launchpad and that view is minimized.

From the Launchpad toolbar, click Settings then Default View to load. The Startup Defaults for Launchpad window appears.

1 Select the view that you want Launchpad to open with each time.

2 Assign a specific resolution for your Launchpad views to open for each of your computers—on a work terminal and/or on a home PC.

3 Add a Launchpad view to your personal page in the BBDP/BIO (Bloomberg Business Directory Profiles) function.

4 Choose to start Launchpad automatically when you first log on to the Bloomberg Professional service.

You can also run PDFB <GO> for the Launchpad Defaults page to set up how your Launchpad view behaves.
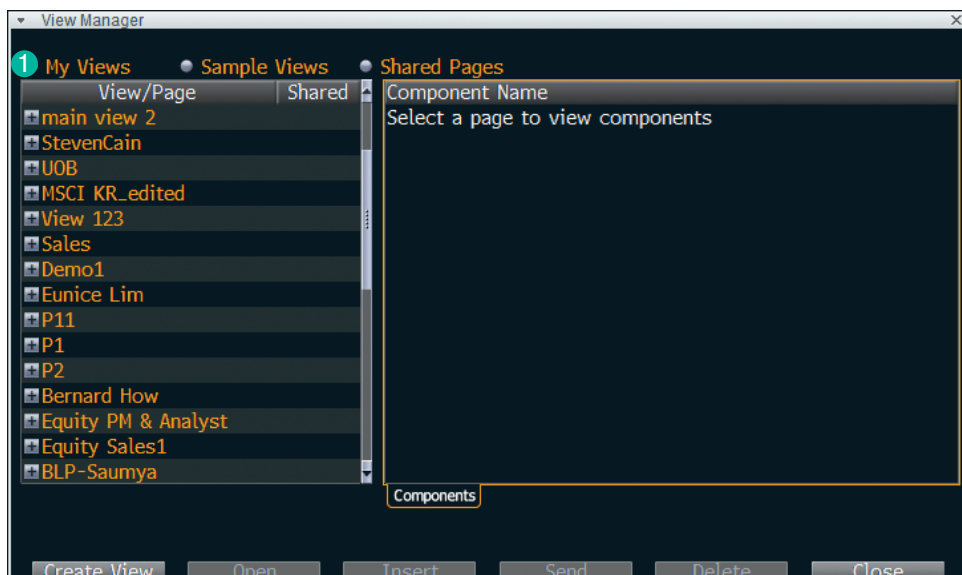
MANAGING VIEWS

The View Manager is the central location from which to access your views sample views and shared pages.

1 If you open Launchpad for the first time and do not have any views, click on Views >> New to create a new view.

2 To rename your Launchpad view, click on Rename, type in a desired name and click OK.

3 To save changes to a view, click on Save. The "Saving View…" message appears. The message window remains visible until the view is saved.

4 Launchpad maintains the most recent views you have used on a list that is easily accessible from the toolbar.

OPENING AN EXISTING VIEW OR SAMPLE VIEW

To open a view you have already created and saved—Go to the toolbar, click Views >> View Manager. The View Manager window appears.

1 Click on the My Views radio button. The views available to you appear listed on the left side of the window. Highlight the view you want from the list of views and click Open.

Note: Sample views have been created for your consideration. Many of these displays will be a good starting point for you to add components and customize as needed.

2 Click on the Sample Views radio button. Highlight the view from the asset class you want from the list of views and click Open.
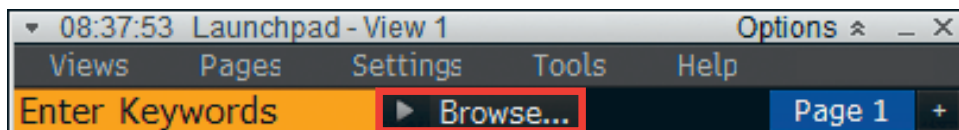
OPENING LAUNCH COMPONENTS

Components are found and launched using the Launchpad Component Browser.

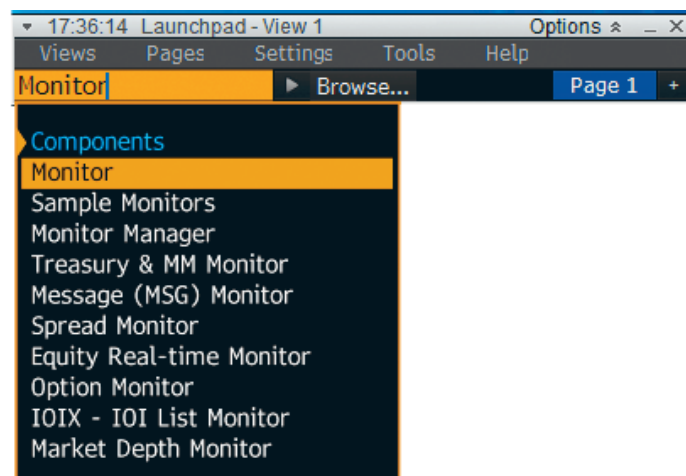### Search for and Open a Launchpad Component

On the Launchpad toolbar, leave the Enter Keywords field blank and click the Browse button. The Launchpad Component Browser, from which you can select and then launch a component, appears. The Browse window displays the 25 most popular components in Launchpad. Stars next to each component show popularity among users and Bloomberg specialists.
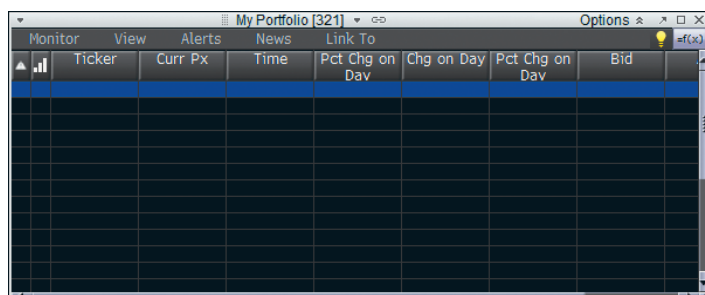

» Use the category filter on the left to adjust your search by topic or enter a keyword in the amber text field.

» Highlight a component and a sample screen—a description of the component appears in the Preview section of the screen.

» Click Launch Component. The component appears in a Launchpad panel.

OPENING A NEW MONITOR FROM THE TOOLBAR

» At the toolbar, type in Monitor in the Enter Keywords field and choose the appropriate option from the autocomplete menu that appears.

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

» To rename the component, click on Monitor >> Rename and enter a name for the Monitor. In the example shown, the Monitor is called "My Portfolio."

ENTERING SECURITIES INTO A MONITOR

Manual Security Entry

Double-click on the cell under the Ticker column and type in the security, e.g. Dow Jones, and choose the appropriate ticker from the autocomplete menu, in this case INDU <INDEX>.
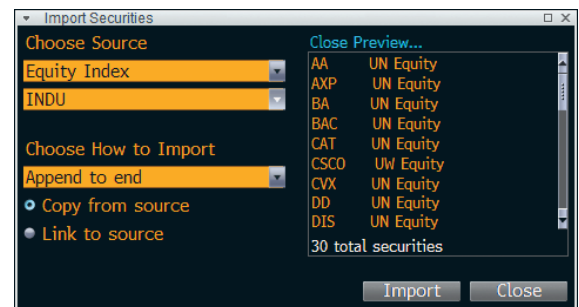

Adding Constituents Members of an Index

Right-mouse click on the Index ticker, then Select Add Members.

Importing Securities from Other Sources

Load a group of securities instantly from an Index, Portfolio and more.

» From the blank component, click on Monitor >> Import Securities.

» Change the source type from the drop-down menu, e.g., Equity Index, and select INDU for Dow Jones. Then select how you wish to import the securities and indices.

» Copy from source—Fixed list of tickers and will not update.

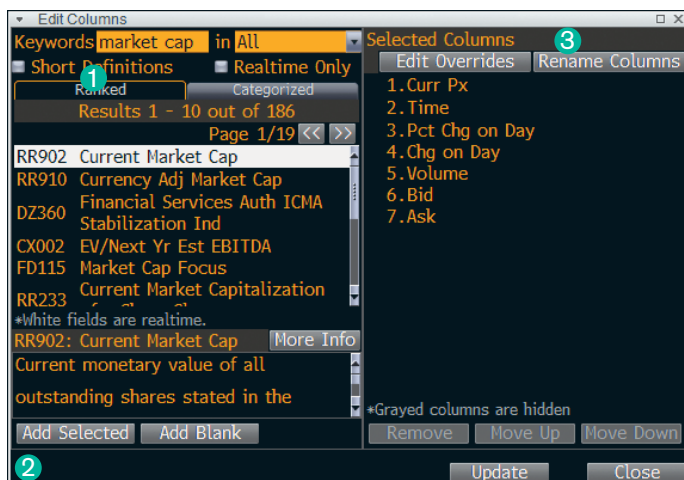» Link to source—Will reflect any changes in an index or security.

Importing Securities from Microsoft Excel®

In Excel, highlight the column containing your list of tickers and drag the list into your blank Monitor component.

EDITING MONITOR COLUMN DATA

A Monitor component can be further customized by selecting up to 30 columns of data from more than 280,000 data items. Each Launchpad monitor can accommodate up to 2,000 securities.

To Search and Select Column Data

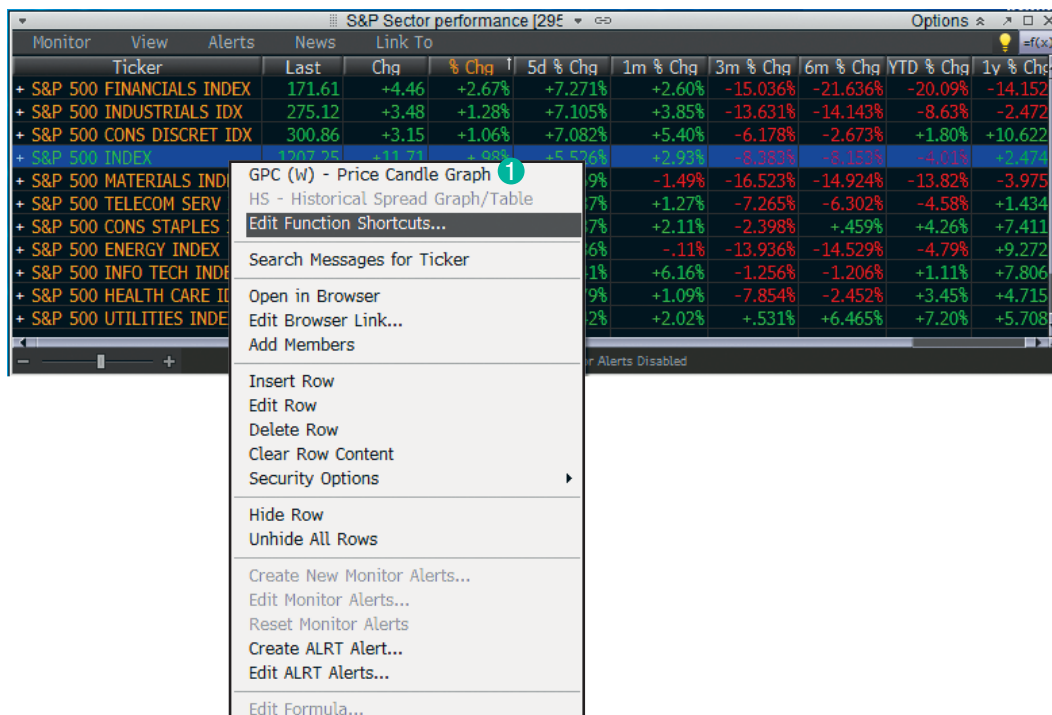From the blank Monitor component, click on View >> Manage Columns. An Edit Columns menu will launch.

❶ Click into the amber Keywords field, enter a keyword(s), e.g., Market Cap, and press <GO> on the keyboard.

❷ Click on the item that best fits your data needs and then click on Add Selected. It will be added to your existing data columns on the right.

❸ To rename the columns, click on Rename Columns. Enter your replacement column title in the yellow field and click on Update.

To Edit Existing Columns

From the Monitor component, double-click on the Column header, enter a keyword(s), e.g., Percent Change, and the autocomplete menu will appear with the Top Matches. Select accordingly.
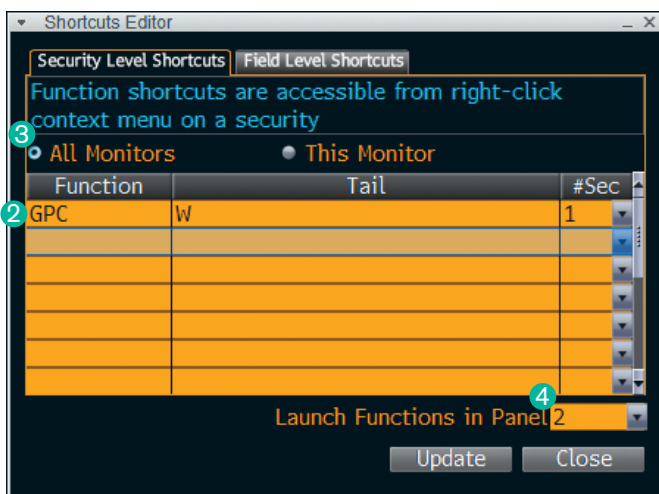
ADDING FUNCTION SHORTCUTS

1 Right-mouse click on the Monitor to access the menu shown below and select Edit Function Shortcuts.
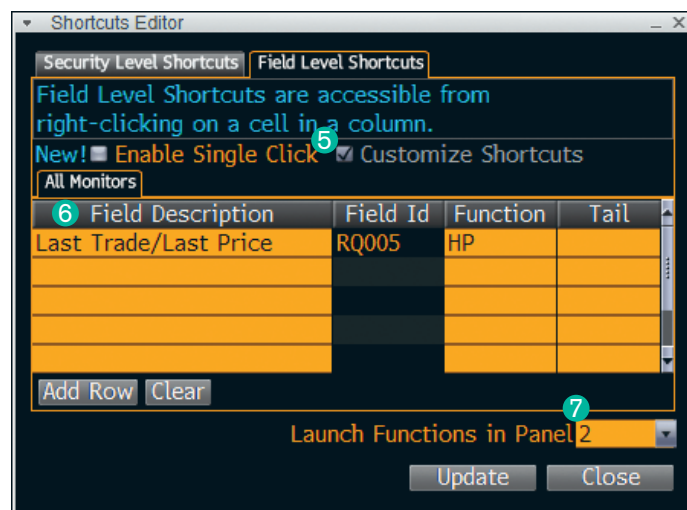

Security Level Shortcuts

2 To see an example, enter GPC in Function column, W in Tail column and 1 in #Sec column for a Price Candle Graph with weekly periodicity.

3 Select All Monitors or This Monitor to choose the monitors you want the Function shortcuts to be accessible from.

4 Select the Panel in which you want to launch your functions from the drop-down menu on the bottom right and click Update.

Field Level Shortcuts

5 Select Enable Single Click and Customize Shortcuts.

6 If you have a column in your monitor showing the last price and wish to put the HP <GO> function on Bloomberg panel, enter Last Trade/Last Price in Field Description and assign HP under the Function column.

7 Select the panel in which you want to launch your functions and click Update.

SCREEN ADJUSTMENT

To adjust screen size:

» Go to zoom slider on the bottom right to adjust.

» You can also click on View >> Zoom >> Custom zoom to select screen size by percentage.

If you are unable to see the zoom slider, go to View and select Show Status Bar.

Difference Between Show on Selected Pages and Duplicate to Page

Show on Selected Pages
Puts the same monitor on different pages; when you make a change in one monitor, the other monitors will reflect that change.
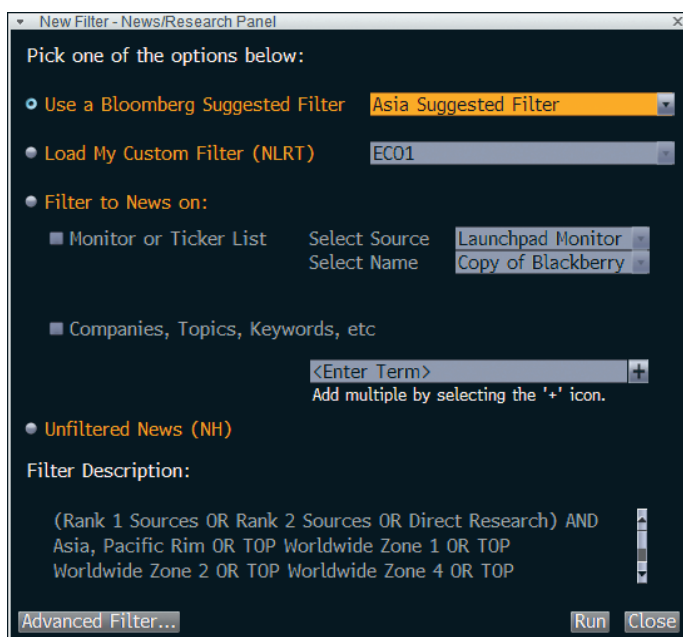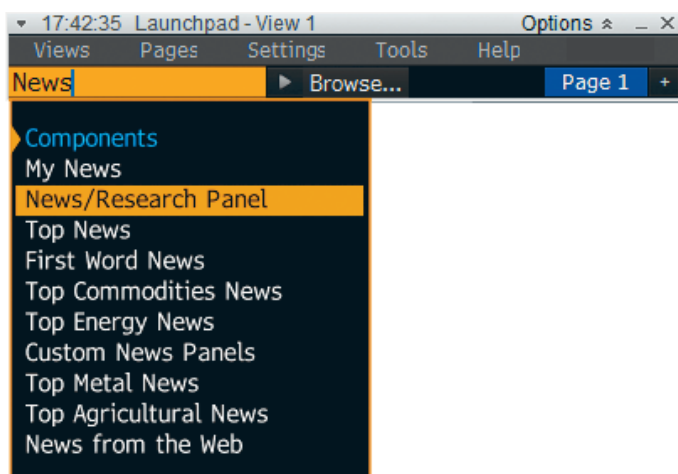
Duplicate to Page
A copy of the same monitor is made, and all changes will be reflected in the duplicate monitor only.

NEWS PANELS

Use our news panel component to get the news that is of interest to you—from the companies and markets you cover to the topics you follow the most.

To Launch a News Component

Navigate to the toolbar, type News in the Enter Keywords field and select News/Research Panel. A New Filter will appear. Select the option most applicable to you.
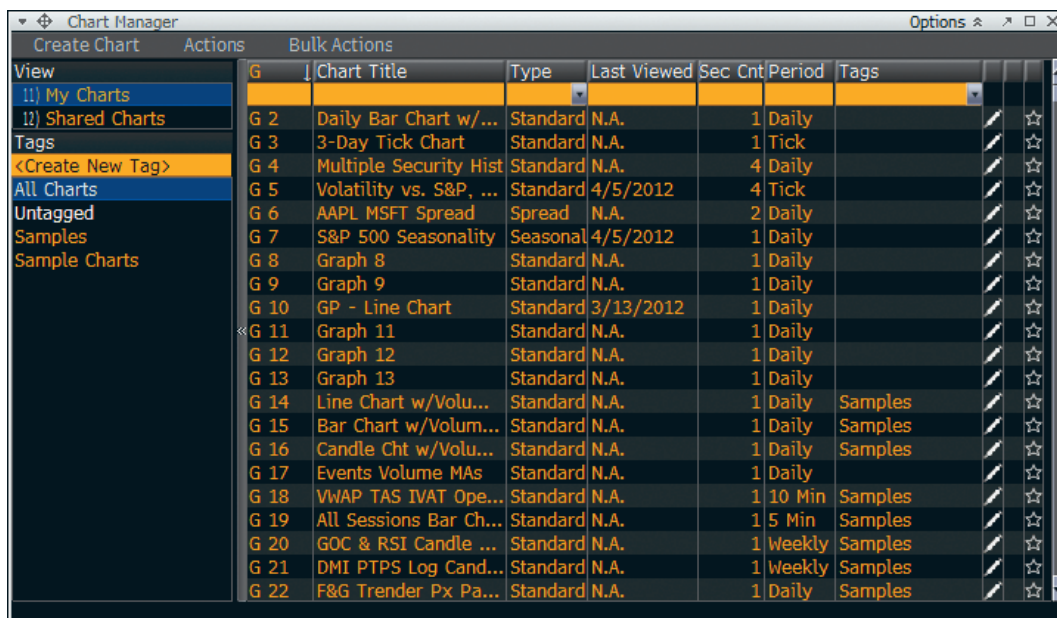

After personalizing your filter, the News/Research panel below will be launched. To display headlines/keywords in different colors, go to Settings and select Criteria.

CHARTS

Chart components can be customized by incorporating any number of technical indicators. Events such as corporate actions and key economic data announcements can also be included.

To launch a chart, navigate to the toolbar, type in Chart Manager in the Enter Keywords field and choose the appropriate options from the autocomplete menu that appears.

The Chart Manager stores all previously created Launchpad charts and those created under G <GO>.

Click Create Chart and choose from the options.
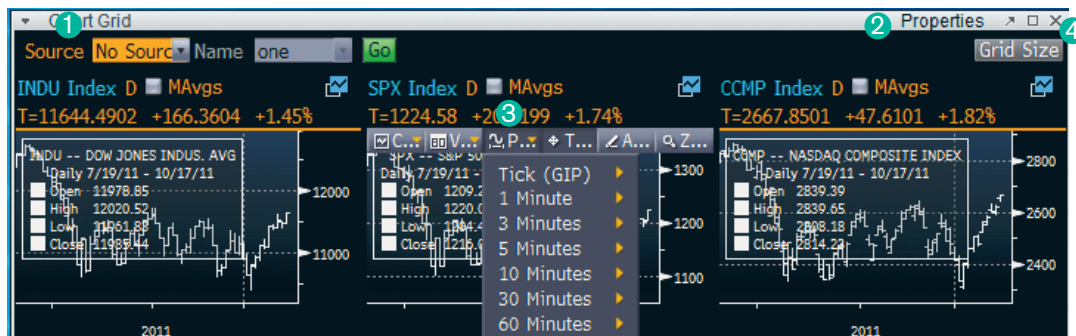
ADDING TECHNICAL STUDIES

Click on Security/Study >> Select Study >> Browse All Studies and select the Technical study available under Categories to apply to your existing basic graph.

To customize a specific element of any study, for example Relative Strength Index, select the study and click on >> to include the study and select the pencil icon to change the default RSI period from 14 to 21.

Click Update to display the chart including technical studies.

CHART GRID

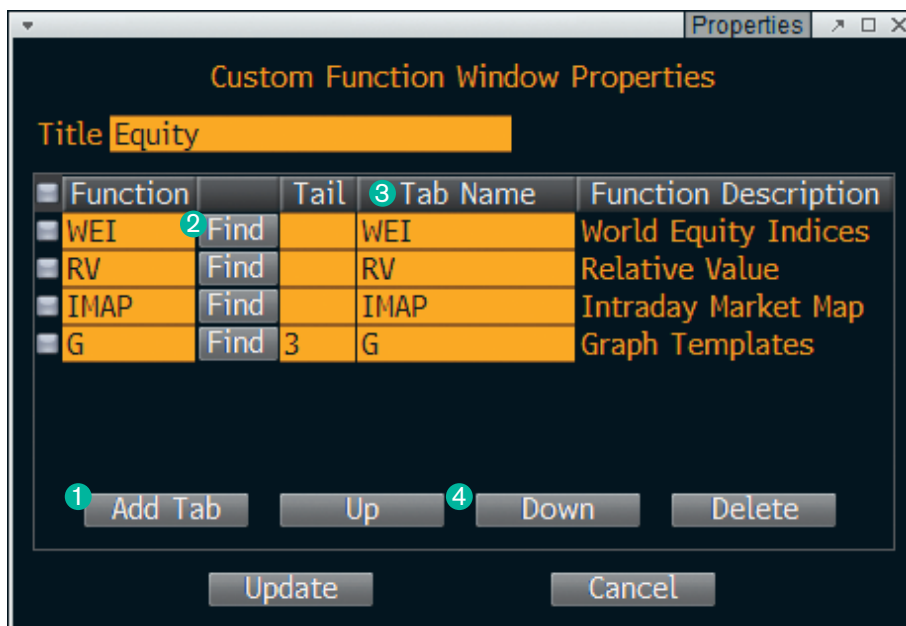Use Chart Grid to insert a series of equally distributed charts into your Launchpad view.

① Click on the Source drop-down menu to select your securities from a current monitor or portfolio, or click on the blue ticker for individual edits.

② For example, if you want to change to a Line Chart, click on Properties to edit Chart Grid Properties.

③ To edit the chart, place your cursor at the top of a chart to display the options.

④ To increase/decrease the number of charts shown on the grid, click Grid Size to choose.

ADDING A CUSTOM FUNCTION

To reduce the number of components on the screen, you can combine multiple functions into one Launchpad window.

From the toolbar, go to Tools and select Custom Function Window Manager. A list of current custom function windows will be shown. Click Create New button.

① To add function to the custom window, click the Add Tab button. A Function row is activated. Add a tab for each of the functions you want to add to the custom window.

② Select a function from the Find drop-down menu.

③ A tab for the selected function appears. You can add a Tail for tab and edit the Tab Name.

④ You can choose the order in which the tabs appear in the window by using the Up and Down buttons or remove a tab by using the Delete button.
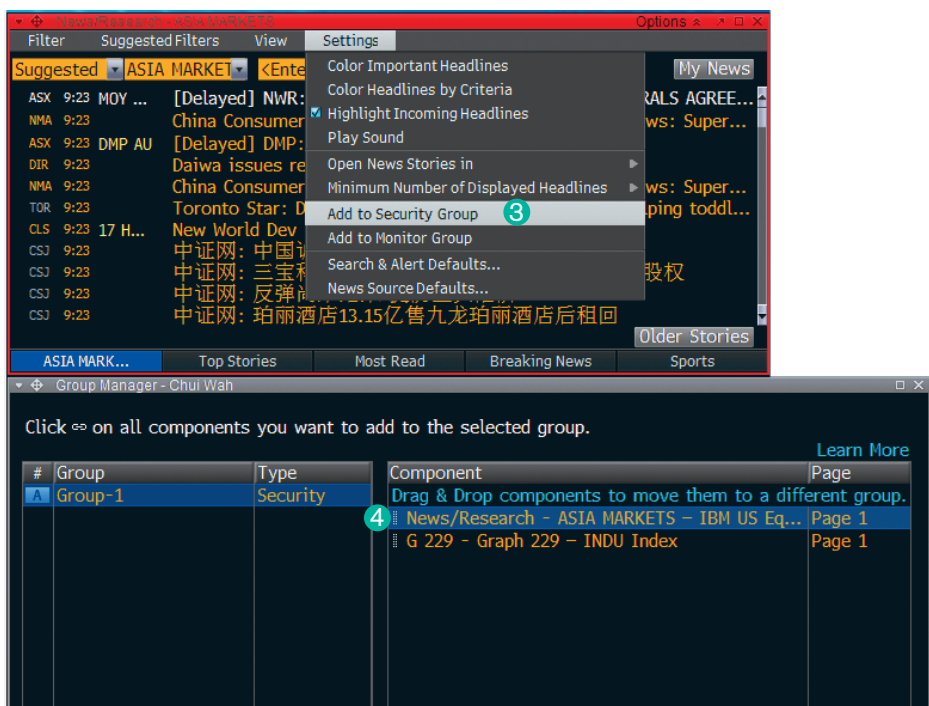
LINKING COMPONENTS

❶ To link the Monitor, Standard G chart and News Panel, click on the Grouping icon—this will open up the Group Manager. The components will automatically be added as a new group.

❷ Once a component is added to a new group, the component will be highlighted in red. Click on Update to finalize.

In the example shown, the Group is now denoted as Group-1, #A.

3 Proceed to your News Panel and click on Settings >> Add to Security Group.

4 To add the News Panel, select desired Group.

In the example shown, click on Group-1, the News Panel is now added to Group 1. Click Update to finalize.

5 To complete the linking process, go back to the Monitor >> click on Link To >> Component Groups. Select Group Group-1 and click Update. Your Monitor, Single Security chart and News Panel are now linked.

When you click on different securities on the monitor, your chart and news panels will change accordingly.

QUICKLY ADD A FUNCTION TO LAUNCHPAD

Quickly transform a function into a Launchpad component.

» Once you access the function on the Bloomberg panel, on the command line at the top of the function window enter LLP. The Launchpad component equivalent of the window appears.

» From the Launchpad menu bar, click Views >> Save. The component will now be added to the current page in the current view.

RESTORING A MONITOR

Go to MNRS <GO> to restore a previous version of a Launchpad monitor.

Note: If you delete a monitor accidentally or make a change to a monitor that you would like to undo, up to ten previous versions are available for restoration.

ABOUT THE BLOOMBERG PROFESSIONAL SERVICE

The founding vision in 1981 was to create an information services, news, and media company that provides business and financial professionals with the tools and data they need on a single, all-inclusive platform. The success of Bloomberg is due to the constant innovation of our products, unrivalled dedication to customer service and the unique way in which we constantly adapt to an ever-changing marketplace. The Bloomberg Professional service is a powerful and flexible tool for financial professionals—whatever their needs—in cash and derivatives markets as diverse as equities, currencies, commodities, money markets, government and municipal securities, mortgages, indices, insurance, and legal information. The Bloomberg Professional service seamlessly integrates the very best in real-time data, news, and analytics.

In addition, Bloomberg users benefit from on-demand multimedia content, extensive electronic trading capabilities, and a superior communications platform. Bloomberg customers include influential decision makers in finance, business, and government. Business and financial professionals recognize the Bloomberg Professional service as the definitive tool for achieving their goals because it offers unparalleled assistance and functionality on a single platform for a single price.

BANGKOK
+66 2 654 7300

BEIJING
+86-10-6649-7500

DUBAI
+971 4 364 1000

HONG KONG
+852 2977 6000

JAKARTA
+62 21 2355 3000

LONDON
+44 20 7330 7500

MUMBAI
+91 22 6120 3600

MANILA
+63 2 789 7000

NEW YORK
+1 212 318 2000

SÃO PAULO
+55 11 3048 4500

SEOUL
+822 3702 1600

SINGAPORE
+65 6212 1000

SYDNEY
+61 2 9777 8600

TAIPEI
+886 2 7719 1500

TOKYO
+81 3 3201 8900