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# 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:** Includes the Bloomberg logo, a menu bar (File, Launch, Find, Tools, Reveal, Help), and a window title bar for 'Economic Releases'.
- Economic Releases Table:**

Date Time	Event	Survey	Actual	Prior	Revised
1/2 17:00	US ABC Consumer Confidence (DEC 31)	--	--	--	-2
1/3 2:00	GE ILO Unemployment Rate (NOV)	--	--	7.9%	--
1/3 3:55	GE Unemployment Change (000's) (DEC)	-46K	--	-66K	--
1/3 3:55	GE Unemployment Rate (s.a) (DEC)	10.1%	--	10.2%	--
1/3 4:30	UK PMI Construction (DEC)	54.5	--	54.8	--
1/3 7:00	US MBA Mortgage Applications (DEC 29)	--	--	-14.2%	--
1/3 8:15	US ADP Employment Change (DEC)	120K	--	168K	--
- Charts:** Two line charts are visible. The left one is for the 'INLU Index' and the right one is for 'HSPA LR Realty'. Both show price fluctuations over time.
- Market Indexes (WEI REPLICA):**

Ticker	Last	Chg	% CHG	Y-t-d	NET
<b>AMERICA</b>					
DOW JONES INDUS. AVG	12465.1v	-39.37	-0.31%	unch	unch
S&P 500 INDEX	1418.00v	-6.43	-0.45%	unch	unch
NASDAQ COMPOSITE INDEX	2418.29v	-10.28	-0.42%	unch	unch
S&P TSX COMPOSITE INDEX	112819.88	+11.48	+0.09%	+287	+37.11
MEXICO BOLSA INDEX	126805.98	+188.88	+0.15%	+572	+151.16
BRAZIL BOVESPA STOCK IDX	148382.81	+908.90	+0.61%	+2,044	+908.90
<b>EMEA</b>					
DJ STOXX 50 s PR	3747.15	+49.93	+1.36%	+1,350	+49.93
FTSE 100 INDEX	6010.90	+90.10	+1.46%	+1,448	+90.10
CAC 40 INDEX	5817.71	+75.95	+1.37%	+1,271	+75.95
DAX INDEX	6681.13	+84.21	+1.28%	+1,277	+84.21
IBEX 35 INDEX	114064.40	+217.30	+1.94%	+1,540	+217.30
S&P MIB INDEX	42017	+583	+1.41%	+1,407	+583
AMSTERDAM EXCHANGES INDX	801.00	+5.88	+1.14%	+1,143	+5.88
OMX STOCKHOLM 30 INDEX	1184.12	+18.95	+1.67%	+1,488	+18.95
SWISS MARKET INDEX	8788.74v	-17.82	-0.20%	unch	unch
<b>ASIA PAC</b>					
NIKKEI 225	17228.8v	+1.02	+0.01%	unch	unch
HANG SENG INDEX	120210.18	+345.45	+1.73%	+1,730	+345.45
S&P ASX 200 INDEX	5670.20v	+30	+0.01%	+005	+30
- FX Majors Table:**

Ticker	BID	ASK
<b>SPOT</b>		
CADUSD	8593	8594
CAD	1.1635	1.1636
EUR	1.3277	1.3278
JPY	118.82	118.83
CHF	1.2130	1.2133
GBP	1.5730	1.5733
AUD	7.959	7.962
<b>ASIA</b>		
SGD		
HKD	7.7806	7.7806
THB	35.33	35.50
<b>SKANDIES</b>		
SEK	6.7959	6.8001
DKK	6.8155	6.8189
NOK	6.1875	6.1916
<b>AMERICAS</b>		
MAN	10.7110	10.7130
BRL	2.1300	2.1320
CLF	535.25	538.00
- Commodities Table:**

Ticker	Last	Chg	Volume
gold	656.00v	+1.10	13631
silver	12.95v	-0.05	3496
platinum	61144.3v	+19.6	807
palladium	638.50v	+10.55	1301
aluminum	609.7v	-9	312
copper	286.15v	-3.35	2344
gas	45.25v	+0.51	24540
crude oil	61.05v	+5.2	105541
- News Feed:** A list of news items with timestamps and 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)'. The 'Lufthansa' item is highlighted in green.
- TREASURY Table:**

Ticker	Bid	Ask	YLD	CHANGE
<b>TREASURY</b>				
2YR	98-29 1/2	99-29 1/2	4.791	+ 01
5 YR	99-24 1/2	99-24 1/2	4.879	+ 02
10 YR	99-17 1/2	99-17 1/2	4.883	+ 05
30 YR	95-16 1/2	95-17 1/2	4.788	+ 12
- Security Search:** A search box with the text 'Search by issuer/company name, or search by ticker by adding a yellow key. Example: "ford Corp"'. Below the box is a search bar containing 'Company/Ticker' and a yellow 'GO' button.

# 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:

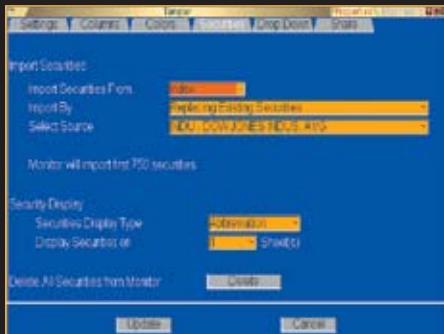
- Position your cursor at the point where you wish to include a new ticker. Left-click and from the drop-down menu that appears select 'Insert Security'.

# 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.



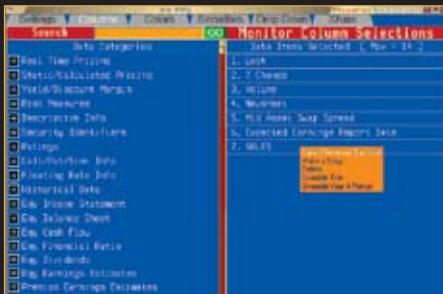
# NEWS PANELS

## 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:

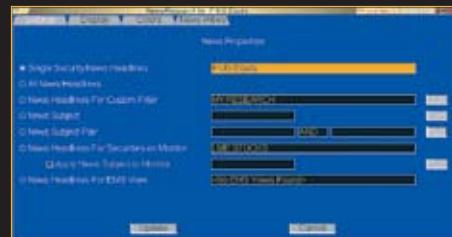
- Left mouse-click on the red 'Launch' button from the BLOOMBERG LAUNCHPAD toolbar.
- Select 'Media/News' from the drop-down menu of choices.
- Select 'News/Research Panel'.

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.

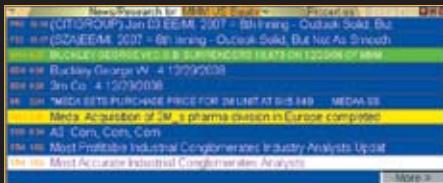
## Additional News Edit Option:

- 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.





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