



Help x2

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

Bloomberg

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If you are not using a Bloomberg-provided keyboard, press the Alt + K buttons simultaneously to view an image of your keyboard. This will enable you to position your Bloomberg keyboard stickers accurately.

## NAVIGATE THE BLOOMBERG PROFESSIONAL<sup>®</sup> SERVICE

The Bloomberg keyboard has been color-coded for ease-of-use.

### RED keys are STOP keys



Press once to LOG-IN to the system.  
Press once to LOG-OUT of the system.



Equivalent to the traditional 'Escape' button.  
Press **<CANCEL>** and enter 1 **<GO>** for Global Customer Support Numbers



Leverage all four BLOOMBERG PROFESSIONAL service windows. Press **<PANEL>** to rotate between the windows.

### YELLOW keys correspond to MARKET SECTORS



Press any of the yellow keys for a main menu for that specific sector; e.g. **<EQUITY>** **<GO>** will bring you to a complete menu of equity-related news, data and analytics.

### GREEN keys are ACTION keys



The **<GO>** key is equivalent to the 'Enter' key on a traditional keyboard and is essential to activate each function. Simply press it after you enter a command.



The **<MENU>** key is essential in the navigation process. This is equivalent to the 'Back' key to return you to the previous screen.



Press **<PAGE FWD/BACK>** to access the next/previous screen.



Press **<PRINT>** to print a one-page screen.  
Enter {# of pages} **<PRINT>** for consecutive pages.



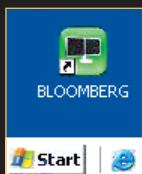
Keyword Search: enter a keyword at the top of the BLOOMBERG PROFESSIONAL service screen and press **<HELP>** to search our entire database of information.

Press **<HELP>** once for more detailed information on the function you are viewing. Press **<HELP>** twice to interact with the Bloomberg Help Desk, 24 hours a day, seven days a week.

**HDSK <GO>** to access your previously-sent Help Desk queries and answers.

# CREATING A LOGIN NAME AND PASSWORD

1. Once the Bloomberg software has been installed, use the mouse to double-click on the Bloomberg icon that appears on your desktop to launch the application.

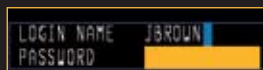


2. Press the red **<CONN DEFAULT>** key once (equivalent to the pause break key on a traditional keyboard). Leave the login and password fields blank and press **<GO>**.
3. Answer the basic questions to complete the login creation process.
4. A member of Bloomberg's Global Customer Support team will call you shortly to validate your new login. At this point, they can also assist with other initial questions you may have, including setting up a training session.

*Please note: It is important that your login is validated within five days. If we are unable to contact you and validate your details, the login will expire. Should this happen, please repeat the instructions above to create a new login.*

## Changing your password

Once the login name has been chosen it is fixed permanently, however the password may be changed as often as you like. Please use the function **UUF <GO>**.



Once your login has been validated we recommend that you define the personal defaults associated to your login. These settings include time zone, base currency, country, etc and will impact other functions. Simply type **PDFQ <GO>** and enter your choices in the boxes provided.

If you are a BLOOMBERG ANYWHERE<sup>SM</sup> subscriber, your final step is the registration of your B-UNIT<sup>®</sup> authentication device. Type **BA <GO>** and follow the instructions on the screen or refer to the documentation included with the B-UNIT device. **ANY <GO>** provides on-line documentation for account setup and enrollment.

For technical assistance you can always contact our 24-hour Global Customer Support. Press **<CANCEL>** and enter 1 **<GO>** for Global Customer Support Numbers.

## FINDING INFORMATION AND KEYWORD SEARCHES

## Autocomplete

The Autocomplete feature helps you find information faster by displaying a list of the most-relevant securities, functions, and more as you begin typing. The example below shows functions and securities that match 'EA'.



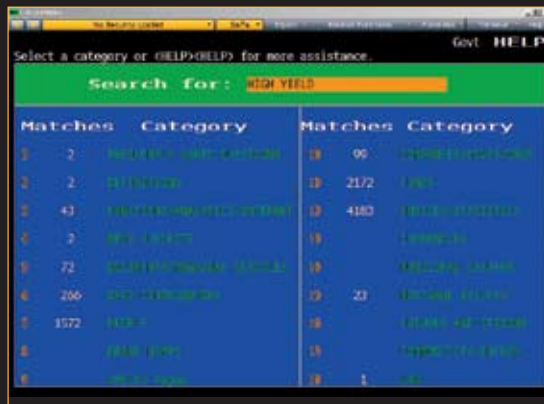
To enable Autocomplete type **PDF <GO>**, select 'Workstation Defaults' and select 'Autocomplete Settings'. Choose 'Auto'.

**<HELP> key**

The **<HELP>** key is an additional method used to find information on the BLOOMBERG PROFESSIONAL service. At the top of the screen, type a keyword(s) associated with your subject of interest, followed by the **<HELP>** key.

Here are some examples:

- 1. Brand Name Search**  
**Lipitor** **<HELP>**  
Select # 8, 'Brand Names' to display matching brands for Lipitor.
- 2. Market Sector Search**  
**High Yield** **<HELP>**  
Select from any of the categories presented, News, Funds, etc.



## The Global Help Desk: 24/7

The Bloomberg Help Desk is available 24 hours a day, seven days a week and provides immediate assistance to our customers worldwide. The **INSTANT BLOOMBERG®** communication platform allows any Bloomberg user to send an enquiry to the Help Desk and receive a response in real time.



Press the **<HELP>** key twice to open a “LIVE HELP” chat window. In the orange box type your query and press **<GO>** to send.

# BROAD MARKET PERSPECTIVES

Gain broad market perspective with these suggested functions. Many of these screens are customizable so that you can change the parameters to suit your needs.

- MAIN <GO>** Menus for market sectors, customer support, and more.
- TOP <GO>** Display today's top business and general news headlines.
- READ <GO>** Most-read news stories.
- N <GO>** The main news menu.
- ECO <GO>** Display a calendar of economic releases.
- IM <GO>** Display a menu of treasury/money-market and international bond monitors.
- WEI <GO>** Monitor world Equity indices.
- WB <GO>** Monitor world Government bonds.
- FXIP <GO>** Foreign Exchange Information Platform.
- IRSM <GO>** Interest Rate and Credit Derivatives
- EVTS <GO>** Display events and earnings announcement calendar.
- MOST <GO>** Monitor the most active stocks.
- IBQ <GO>** More than 65 industry overviews.
- EQS <GO>** Scan the Bloomberg Equity universe to find companies that match your selected criteria.
- BLP <GO>** BLOOMBERG LAUNCHPAD<sup>SM</sup>, The ultimate, customizable desktop display.



**To view a Launchpad display:**  
From the Launchpad toolbar, click 'Tools' and click 'Sample Views' to select a sample view that will load onto the screen instantly.

# ANALYZING A COMPANY

If you are already familiar with the ticker of the security, enter:

**TICKER <YELLOW KEY> FUNCTION <GO>**  
to bring you to that function.

An Equity example: **BUD <EQUITY> DES <GO>**  
A Bond example: **BUD 9 09 <CORP> DES <GO>**

- DES <GO>** Descriptive page including a snapshot of fundamental data and management information.
- BQ <GO>** Display price, trade, earnings, relative value data on a single screen.
- CN <GO>** Display all Company News.
- G <GO>** Create customized graphs.
- GPO <GO>** Graph historical prices and moving averages.
- RELS <GO>** Related Securities – The capital structure.
- CRPR <GO>** Credit Profile – Current and historical credit ratings for an issuer.
- RV <GO>** Relative Value – Perform customized peer group analysis.
- ISSD <GO>** Display issuer information, capital structure and cash flow breakdown.
- AGGD <GO>** Aggregated Debt – Institutional exposure to corporate debt.
- COMP <GO>** Comparative returns for your chosen security to its benchmark index and its industry group.

## EQUITY SPECIFIC

- ANR <GO>** Displays analyst recommendations.
- EE <GO>** Display earnings estimates menu.

## BOND SPECIFIC

- YAS <GO>** Yield and Spread Analysis.
- ALLQ <GO>** A liquidity platform of price and yield quotes from contributed sources.

# COMMUNICATION

## MSGM <GO>

The main message menu which outlines the function codes needed to send a message, retrieve incoming messages, set up message defaults, and more.

## Shortcuts and FAQs

### MSG JOHN BROWN or MSG jbrown@aol.com <GO>

Enter persons name to send a message to them as a Bloomberg user or enter a traditional email address (i.e. non-Bloomberg user).

### MSG1 FROM JOHN BROWN <GO>

View all messages received from a specific user.

### MSG4 TO JOHN BROWN <GO>

View all messages sent to a specific user.

### IB JOHN BROWN <GO>

Chat in real time via INSTANT BLOOMBERG.

### MSG1 FROM INTERNET <GO>

View all messages received from Internet addresses.

### MSG4 TO INTERNET <GO>

View all messages sent to Internet addresses.

### MSG1 UNREAD <GO>

View all unread incoming messages.

### MSG4 UNREAD <GO>

View all unread outgoing messages.

### SPDL <GO>

Create and maintain a speed-dial list that serves as your address book of contacts. Store information for each user, including job title, company and address.

### GRAB <GO>

Send a single BLOOMBERG PROFESSIONAL service screen shot as a message attachment.

# TIPS, TRICKS AND FUN

Need to find a good restaurant? Want to check out the weather or view a flight schedule? In addition to the best business and financial data, use Bloomberg as a resource for all your personal and lifestyle information requirements.

## FAVE <GO>

Bookmark your favorite functions and securities for quick and easy access. The 'favorites' button is part of the gray toolbar at the top of your screen.



## BERRY <GO>

Access the BLOOMBERG PROFESSIONAL service on your BlackBerry®.

## MUSE <GO>

Arts and culture.

## DINE <GO>

Restaurant search and reviews.

## POSH <GO>

Classified adverts.

## BSP <GO>

Bloomberg sports menu.

## FLY <GO>

Flight schedules.

## WEAT <GO>

Regional weather forecasts.

## EASY <GO>

Ease-of-use tips and shortcuts.

## JOBS <GO>

Bloomberg career center.

## PEOP <GO>

People search.

## BBXL <GO>

Bloomberg data and calculations in Microsoft® Excel – download sample spreadsheets.

## PSET <GO>

Printer settings.

## EXCH <GO>

Real-time exchanges and request form.

## HDSK <GO>

Historical archive of all your Help Desk enquiries and corresponding answers.

# 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 the BLOOMBERG PROFESSIONAL service. The following options are available for your use:

## **BREP <GO>**

Display the name of your Bloomberg Account Representative.

## **BU <GO>**

BLOOMBERG UNIVERSITY® is your gateway to a variety of Bloomberg training resources to help you better navigate the BLOOMBERG PROFESSIONAL service. View on-line cheatsheets, register to attend Bloomberg seminars and events, or read about new functions and enhancements.

## **CERT <GO>**

The Product Certification program allows you to participate in well-structured classes to improve your knowledge and proficiency of Bloomberg, optimize your job performance, and differentiate yourself from your peers.

## **WRAP <GO>**

Bloomberg's quarterly newsletter of new products, functionality and enhancements by market sector.

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

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

