GETTING STARTED WITH THE BLOOMBERG PROFESSIONAL® SERVICE

Enter STOP<Go>, then press <Help>
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### ANCILLARY PRODUCTS
GETTING STARTED WITH THE BLOOMBERG PROFESSIONAL® SERVICE

Bloomberg's intelligent search makes getting started easy:

1. Just start typing a term at the top of the screen (e.g., INFLATION). As you type, Bloomberg shows you a list of suggested functions and securities.

2. From the list, pick a function to run or pick a security to launch a menu of functions you can use to analyze that security.

For more Bloomberg Help topics, see the left sidebar.

Note: To print a copy of this Getting Started guide, click the Print button at the top of this window. For more information about printing help pages, see Printing Help Pages.

NAVIGATING

The Bloomberg software is presented on a series of identical Bloomberg panels (windows), with the option to create additional custom views using BLOOMBERG LAUNCHPAD™. The Bloomberg setup includes a keyboard with unique keys to help you navigate.

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**BLOOMBERG PANELS**

The four Bloomberg panels allow you to work with multiple functions at once. Each panel is divided into four main sections:

A. **Toolbar** The left side of the toolbar includes the menu button and a drop-down list of recently loaded securities, with the current loaded security visible. The right side provides icons to help you perform key tasks, including exporting to Excel, accessing Help, and adjusting your defaults and display.

B. **Command Line** The command line allows you to search for and access functions and securities. The Bloomberg is entirely discoverable from the command line.
C. Function Area  The function area shows you the function content.

D. Information Panel  The Information Panel shows you new or enhanced Bloomberg functionality related to the function you are running.

BLOOMBERG LAUNCHPAD

In addition to the traditional four Bloomberg panels, you can create flexible custom views with Launchpad. To learn more about Launchpad, see Launchpad or LPAD <Go>.

THE BLOOMBERG KEYBOARD

The red stop keys, green action keys, and yellow market sector keys help you access information quickly and easily, without using your mouse.
Helpful keys:

<table>
<thead>
<tr>
<th>Use...</th>
<th>To...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esc CANCEL Key</td>
<td>Exit the current function.</td>
</tr>
<tr>
<td>Enter GO</td>
<td>Execute a typed command. For example, to access the News function, type N, then press &lt;Go&gt;. For more information, see <em>Functions &amp; Securities</em>.</td>
</tr>
</tbody>
</table>
| END MENU          | • Navigate from any function back to a menu of related functions, then back through the menu hierarchy to the Home menu.  
|                   | • Close popups.                                      |
|                   | For more information, see *Browsing Menus*.         |
### FUNCTIONS & SECURITIES

Functions are unique Bloomberg applications that provide analysis and information. Securities are the financial instruments you can analyze.

### ABOUT FUNCTIONS

There are two types of functions:

- **Non-security functions**: Provide information on an entire market sector or on news, and do not require a loaded security.
- **Security-specific functions**: Analyze a loaded security.

Each function has its own mnemonic (short name) used to identify and access the function. For example:

- **WEI** for *World Equity Indices*
- **N** for *News*

---

For a complete view of the Bloomberg keyboard, hold down the `<ALT>` key and press K. To dismiss the keyboard image, press the K key again.
ACCESSING FUNCTIONS

To access a function, type the function name or a keyword in the command line. For example, start to type `INFLATION`:
As you type in the command line, Bloomberg’s Autocomplete feature provides a list of suggested functions and securities. To run a function, select its name from the list.

**Hint** To access a function directly, just type its mnemonic in the command line, then press `<Go>`. For example, to run the News function, enter `N <Go>`. For overviews of Bloomberg functionality applicable to specific sectors of the financial markets, see Market Sectors.

### LOADING SECURITIES

To run a security-specific function, first you have to load a security:

1. Start typing the name of the company or financial instrument you want to analyze in the command line at the top of the screen. As you type, Autocomplete provides a list of suggested securities.

   **Hint** The more information you enter, the more refined the list becomes. For example, if you know the type of security you want, press the matching yellow market sector key to update the results.

2. Select the security you want to load.

   The security loads, and a menu appears with a list of functions you can run to analyze your selected security.

   **Note:** Once you load a security, you can run any number of functions to analyze that security. For example, once you load T US Equity, you can run the Description function by entering `DES <Go>`, then `GP <Go>` to run the Price Chart function.

### SCREEN ELEMENTS

Bloomberg functions use common screen elements that work in similar ways. Once you learn about these elements, you can use any function.

### MENU BAR

The red bar at the top of each function includes the function’s title at the right and provides drop-down menus and buttons to help you perform key tasks. It may also contain a page number indicator.
AMBER FIELDS

Amber fields indicate areas on the screen that you can change. For example, they are used for editable form elements, text and data input areas, and drop-down lists.

CLICKABLE AREAS

Moving your cursor over a clickable area of the screen shows one of two types of indicators:

- **A white outline box**: Indicates most clickable items, including entries in lists, menus, and tables.
- **Highlighting**: Indicates clickable buttons and tabs.

NUMBER <GO>s

Number <Go>s allow you to quickly navigate any function using only your keyboard. Many clickable onscreen options are labeled with a Number <Go>. For example, 6) NASDAQ.

To select an onscreen option with a Number <Go>, type the number in the command line, then press <Go>. For example, enter 6 <Go>.

[Hint] If you prefer, you can also click the option using your mouse.
BROWSING MENUS

All Bloomberg functions are organized onto menus, classified by market sector or product type. Each menu is part of a hierarchy, going from the individual functions up to the Bloomberg Home menu. You can browse menus to discover more about the analysis and information the Bloomberg offers.

SAMPLE MENU HIERARCHIES

Here are some sample paths illustrating the navigation through the menu hierarchy to individual functions:

Home > Equities > Analyze IBM Equity > Financial Performance > EE
Home > Foreign Exchange > Forward Exchange Rates > FRD
Home > News & Research > N

ACCESSING MENUS

There are three ways to access menus:

• **Menu Button and Menu Key**: From any function, click the **Menu button**, or press the green `<MENU>` key on the keyboard to access a menu of related functions.

Once you access a menu, click or press the `<MENU>` key again to move up to the next menu in the hierarchy.

**Note**: The menu appears over the function you are running. Press the `<CANCEL>` key to close the menu and return to the function.

• **Yellow Key**: To access the menu of functions related to a market sector, press the market sector's yellow key, then `<Go>`. For example, to browse the *Equities* menu, press `<Equity> `<Go>`. For an overview of Bloomberg's market sector-specific functionality, see *Market Sectors*.

• **Loading a Security**: To access the menu for a specific security, simply load the security. For example, to access the menu of functions that can be used to analyze IBM US, enter **IBM US `<Equity> `<Go>**. For more information on loading a security, see *Loading Securities*.

MENU LAYOUT
• **Categories and Functions**: Menus organize functions under categories. For category headings followed by '>', click the category to see the next menu in the hierarchy.

• **Menu Breadcrumbs**: These show your path in the overall menu hierarchy and allow you to navigate backwards and forwards.

• **<Cancel> X**: Click here to close the menu.

  **[Hint]** You can also press the red <CANCEL> key on the keyboard.

**SEARCHING**

If you can't find what you're looking for with a basic search, Bloomberg provides two functions to refine and deepen your search: *Help Search* (HL) and *Security Finder* (SECF).

**HELP SEARCH**

*Help Search* (HL) allows you to search by keyword across all categories of information, including functions, securities, companies and people. HL groups results by category and relevancy. To search:

1. Enter a search term or query in the command line.

2. Press the **<SEARCH>** key on the keyboard.

   *HL appears with a categorized list of matches.*
For more information on using HL, see HL <Help>.

SECURITY FINDER

Security Finder (SECF) allows you to search all securities and filter your results by criteria including asset class, security type, and keyword.

To access the Security Finder (SECF) function, type SECF <Go> in the command line.

|Hint| If you search using a keyword in the command line, you can also access SECF by clicking More Securities... at the bottom of the Autocomplete suggestion list. For more information on securities and Autocomplete, see Accessing Functions.

For more information on using SECF, see SECF <Help>.  

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LAUNCHPAD

BLOOMBERG LAUNCHPAD® is a custom desktop environment that allows you to create a workspace of active, analytical tools to meet the needs of your workflow. You can add re-sizable components to your workspace for fast access to the information that you use most frequently.

You can create your Launchpad workspace from custom, real-time monitors, charts, news, alerts, and other components.

The following topics provide information on how to get started with Launchpad:
ACCESSING LAUNCHPAD

To access Launchpad, enter BLP <Go>.

Your default Launchpad workspace appears.

USING THE LAUNCHPAD TOOLBAR

The toolbar is the control center for Launchpad and provides access to Launchpad's main features. You can use the toolbar to add new components, organize your workspace, and access Launchpad options. The toolbar is always viewable in Launchpad.

To add components to your workspace, from the toolbar, do one of the following:

- Enter a keyword in the component search field and select a component from the list that appears.
- Click the Browse... button to access the component browser, select a category, and select a component from the list that appears.

For more detailed information on adding components, organizing your workspace, and Launchpad options, see BLP <HELP>.

ARRANGING COMPONENTS

You can arrange your Launchpad components around other applications to make the most of all of your screen space and keep your data visible at all times.

To arrange components, drag the title bar and position each component. When you drag a component near the edge of another component, amber guidelines appear and the components snap into place.
SENDING AND SHARING LAUNCHPAD

You can collaborate with other Bloomberg users by sending and sharing your Launchpad workspace or individual components. Sending and sharing options are accessible from the Launchpad toolbar and from the options menus for individual components.

For example, to send a view (workspace) to another Launchpad user via Bloomberg Message (MSG), select Views > Send .... from the Launchpad toolbar.
For more information on the collaboration features in Launchpad, see BLP <Help>.

LEARN MORE ABOUT LAUNCHPAD

For more information on using Launchpad, see BLP <Help>. Topics include:

• Searching and browsing for components
• Organizing your workspace into pages and views
• Sending and sharing pages, views, and components
• Customizing monitors, charts, and news
• Setting alerts
• Launchpad settings
EXCEL INTEGRATION

The Bloomberg add-in for Microsoft® Excel allows you to nourish your proprietary spreadsheet analyses with Bloomberg’s high quality and comprehensive data. You can use the suite of tools within the Bloomberg Excel add-in (sometimes called Bloomberg API) to deliver current market data, historical data, reference data, and analytics to an Excel spreadsheet, allowing you to maximize the efficiency, timeliness, and flexibility of your analysis.

All data you access via the Bloomberg add-in for Microsoft® Excel must remain on a Bloomberg workstation, in accordance with the terms of the Bloomberg Data Feed Addendum. If you need to access or distribute Bloomberg data away from a licensed Bloomberg workstation, please contact your Bloomberg account representative using the information on BREP <Go> to learn about options such as Server API, Data License, and Bloomberg Enterprise Solutions (EPS).

For a comprehensive guide on the Bloomberg Excel Add-In, including details on using data wizards, constructing formulas, and troubleshooting errors, see DAPI <Help>.

To view a training video on the Bloomberg Excel add-in, see API Essentials (27:35).

The following topics provide an overview of the features of the Bloomberg add-in for Excel:

ACCESSING THE BLOOMBERG ADD-IN

To download data using Bloomberg’s Excel integration features you must be logged into the BLOOMBERG PROFESSIONAL® service and have Microsoft® Excel installed on the workstation.

Once you open Excel, click the Bloomberg tab to access the Bloomberg ribbon. Within the Bloomberg ribbon the various add-in tools are grouped according to complexity with the basic tools at the left and more involved tools to the right.
If you do not see the Bloomberg tab in Excel, you can try to install the add-in by going to the Windows Start menu and selecting Start > All Programs > Bloomberg > Install Excel Add-In. Follow the prompts, then close and reopen Excel. If you are unable to install the add-in, you may need to consult your firm's Information Technology team regarding administration rights to the computer.

Once the Bloomberg Excel add-in is installed, you can build your analysis by using a preformatted spreadsheets from Bloomberg’s template library, by following the step-by-step data wizards, by using the Field Search (FLDS) function, or by writing the Bloomberg formulas in Excel yourself.

**Note:** All data you access via the Bloomberg add-in for Microsoft® Excel must remain on a Bloomberg workstation, in accordance with the terms of the Bloomberg Data Feed Addendum.

**BLOOMBERG TEMPLATES**

The Bloomberg Template Library organizes over 350 popular spreadsheet analyses into a database you can easily browse by category or search by keyword.

To access the template library select Template Library from the Bloomberg ribbon in Excel.
Note: You can also access a version of the Template Library on a Bloomberg screen by entering XLTP <Go>.

**IMPORT WIZARDS**

Within the Bloomberg ribbon in Excel, the Real-Time/Historical, Financials/Estimates, and Technical Analysis options allow you follow a data wizard’s step-by-step instructions to generate a spreadsheet with the data you need for one security or a list of securities.

The wizard prompts you to enter all of the required inputs that specify the data you want to import (security tickers, data fields, data range, etc.) and provides flexibility in formatting the spreadsheet output.
FIELD SEARCH (FLDS)

Like the Excel Data Wizards, the Field Search (FLDS) function is another way you can automate the exporting of Bloomberg data to Excel. FLDS provides transparency into the fields of data you can use to build a spreadsheet for a specific security. To access the Field Search function, enter FLDS <Go> on a Bloomberg screen.

You can drag and drop data directly from FLDS to your spreadsheet and save and share lists of frequently used data fields.

For more information on using FLDS, see FLDS <Help>.
BLOOMBERG FORMULAS IN EXCEL

The Bloomberg templates, data wizards, and the Field Search (FLDS) function are efficient ways to import Bloomberg data to Excel. These tools automatically write the Bloomberg API formulas that draw in the specified data. You can, however, write the Bloomberg API formulas yourself if you need more flexibility than the other tools provide.

The Insert Function window displays a list of the various Bloomberg functions/formulas that you can use to import Bloomberg data, along with the corresponding function/formula parameters and syntax.

RELATED RESOURCES

For more information on using Bloomberg’s Excel integration and data download features, including features not covered in this summary, see the following resources:

- **DAPI <Help>**: The comprehensive user guide for the Bloomberg Excel Add-In with information on using wizards, writing formulas, and troubleshooting errors.
- **XLTP XAPI <Go>**: The Bloomberg API - Tutorial with Examples guide.
- **API <Go>**: Homepage with links to detailed information on the Bloomberg Excel Add-In
- **BESS <Go>**: The API (Bloomberg Data in Excel) link provides a video tutorial for using Bloomberg in Excel.
- **BREP <Go>**: If you need to access or distribute Bloomberg data away from a licensed Bloomberg workstation, please contact your Bloomberg account representative using the information on BREP <Go> to learn about options such as Server API, Data License, and Bloomberg Enterprise Solutions (EPS).
### TIPS & TRICKS

#### EASE OF USE

#### SHORTCUTS

You can use the following shortcuts to quickly access a variety of Bloomberg features.

<table>
<thead>
<tr>
<th>Enter:</th>
<th>To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAST &lt;Go&gt;</td>
<td>Display a list of the last eight function commands entered in the command line.</td>
</tr>
<tr>
<td>&lt;CMND&gt;</td>
<td>Cycle through past command line entries.</td>
</tr>
<tr>
<td>or</td>
<td></td>
</tr>
<tr>
<td>&lt;SHIFT&gt; + &lt;PG FWD&gt; / &lt;SHIFT&gt; + &lt;PG BACK&gt;</td>
<td></td>
</tr>
<tr>
<td>&lt;ALT&gt; + K</td>
<td>Display an image of the currently selected Bloomberg keyboard.</td>
</tr>
<tr>
<td>&lt;ALT&gt; + L</td>
<td>Display an image of the Bloomberg keyboard’s color-coded keys. You can click a key from the image or enter the corresponding command displayed below the key to run the Bloomberg command.</td>
</tr>
<tr>
<td>GRAB &lt;Go&gt;</td>
<td>Save an image of the screen as an attachment to a Bloomberg message (MSG).</td>
</tr>
<tr>
<td>&lt;ALT&gt; + M</td>
<td>Display the main right-click menu.</td>
</tr>
</tbody>
</table>
Get started with the Bloomberg Professional® service

<table>
<thead>
<tr>
<th>Enter:</th>
<th>To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>{}</td>
<td>Create a blue hyperlink to a Bloomberg command, which can be used in Bloomberg messages (MSG). For example, you could type:</td>
</tr>
<tr>
<td></td>
<td>• {IBM US &lt;EQUITY&gt; DES &lt;Go&gt;}</td>
</tr>
<tr>
<td></td>
<td>• {EUR &lt;CRNCY&gt; GIP &lt;Go&gt;}</td>
</tr>
<tr>
<td></td>
<td>• {ECO &lt;Go&gt;}</td>
</tr>
</tbody>
</table>

You may press the yellow market sector key instead of typing the <YELLOW KEY> component, but you must type the <Go> component to complete the command. When the recipient opens the message the link appears in blue to indicate it is clickable.

In the examples above, the command runs on the active Bloomberg panel. You can add a prefix to the command to specify the panel on which the command will run:

- NXTW indicates that the command will run in the sequentially next panel/window. For example, {NXTW IBM US <EQUITY> DES <Go>}.
- FIFW indicates that the command will run in an fifth (or additional) panel/window. For example, {FIFW EUR <CRNCY> GIP <Go>}.

<table>
<thead>
<tr>
<th>STO &lt;Go&gt;</th>
<th>Store the security currently loaded on the panel for future recall.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>You can use the number that appears in the parenthesis of the Ready for RCL. (#####) message to allow another user to recall the stored security with the RCL shortcut.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RCL &lt;Go&gt;</th>
<th>Load the security stored with the STO shortcut.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To allow another user to recall a security you stored, they can enter RCL followed by the number that appeared in parenthesis when you ran the STO command. For example, RCL 575167 &lt;Go&gt;.</td>
</tr>
</tbody>
</table>

| NO <Go>  | Display/hide the Bloomberg message and/or news panel that appears across the bottom of a Bloomberg screen. For more information, see Panel Display Options. |
|         | In case you want to hide the panel you can use the <Go> key. |

| <ALT> + A | Increase (add) the number of rows in the news or message panel. |
| <ALT> + S | Decrease (subtract) the number of lines in the news or message panel. |
| <ALT> + T | Display/hide the Bloomberg custom button toolbar across the top of the panel. For more information on custom buttons, see Custom Buttons. |
| <ALT> + B | Create custom buttons for toolbar at the top of the screen. For more information on custom buttons, see Custom Buttons. |
| <ALT> + G | Change the layout of custom buttons on the toolbar. For more information on custom buttons, see Custom Buttons. |
Enter: | To:
---|---
<CTRL> + C | Copy the entire screen in two formats, text and image.

Then, in Microsoft® Word:
• To only paste the text, select Edit > Paste.
• To paste the entire image, select Edit > Paste Special > Bitmap.

For more information on copy and paste options, see Copy & Paste.

RMTC <Go> | Allow another user to remotely run functions on your screen.

<ALT> + <Go> | Minimize or maximize the size of your Bloomberg windows.

<ALT> + <PRINT> | Send a screen shot (.gif file) directly to the Personal File Manager (PFM) function.

<ALT> + panel number (1, 2, 3, 4) | Display the specified Bloomberg panel window.

<PANEL> | Switch the active Bloomberg panel in ascending sequential order.

<SHIFT> + <PANEL> | Switch the active Bloomberg panel in descending sequential order.

**COPY & PASTE**

You can copy and paste information from a Bloomberg screen to another application in the following ways:

- **Copy and Paste Text:** To copy text from a Bloomberg screen, position your pointer cursor at the top left corner of the area you want to copy, then hold down your left mouse key and drag the pointer cursor down and towards the right so that you enclose the text you want to copy in the dotted box that appears as you drag.

Once the text you want to copy is inside the dotted box, release the mouse. The text is copied.

To paste the text, click into the destination application, then hold down the <CTRL> key and press V (CTRL + V).
• **Copy and Paste Screen Image to Another Application**: To copy the image of an entire Bloomberg screen, click the screen you want to copy to select it, then hold down the <CTRL> key and press C (CTRL+C). The screen image is copied. To paste the image into another application (e.g., Microsoft® Word), with the other application select Paste > Paste Special, then select Bitmap.

### SCREEN SHOTS

You can convert a Bloomberg screen into an image file in the following ways:

- **Attach a Screen Shot to a Message**: To send an image of a Bloomberg screen as an attachment (.gif file) to a Bloomberg message, enter GRAB <Go> in the command line. The Bloomberg message (MSG) form appears with your Bloomberg GRAB image attached.

- **Copy and Paste Screen Image to Another Application**: To copy the image of an entire Bloomberg screen, click on the screen you want to copy to select it, then hold down the <CTRL> key and press C (CTRL+C). To paste the image into another application (e.g., Microsoft® Word), in the other application select Paste > Paste Special, then select Bitmap.

- **View Screen as Image File**: To display a Bloomberg screen as an image file (.bmp), from the toolbar select the Export icon > View Screen As Image.

### EXPORTING DATA

You can export securities and data from a Bloomberg screen to another application (e.g., Microsoft® Excel, Word) in the following ways:

- **Excel Integration**: You can build custom spreadsheets nourished with Bloomberg data using the Bloomberg Add-In for Excel. For information on this feature, see [Excel Integration](#).

- **Red Toolbar Export Options**: Some functions, like ECO <Go> and FXC <Go>, are designed with red function toolbar buttons that allow you to easily export data with a click. The button labels and export availability depend on the specific function.

- **Drag & Drop Security Identifiers**: Some functions, like WEI <Go>, are designed with a drag and drop icon in the upper right corner. You can use the icon to drag and drop the tickers/identifiers from the function into another application.

### PRINTING

You can print Bloomberg screens and manage your print settings in the following ways:
• **Print Current Screen:** To print the current Bloomberg screen, press the green <PRINT> key.

  *Note:* Some screens cannot be printed, including Bloomberg messages that have been marked by the sender as non-forwardable.

• **Print Multiple Pages:** To print a series of pages at once, enter the number of pages you want to print in the command line, then press the <PRINT> key. For example, to print all four pages of IBM <EQUITY> DES <Go>, enter 4 in the command line, then press <PRINT>.

• **Print a Help Page:** To print the Help Page for a function as a neatly formatted .pdf document, click the print icon that appears at the top of the Help Page window. You must be a BLOOMBERG ANYWHERE® user to access this feature. For more information on using Help Pages, see Getting Help.

• **Print Settings:** To configure your Bloomberg print settings, enter PSET <Go>.

**EDITING THE COMMAND LINE**

To edit a command you are typing in the command line, hold down the <SHIFT> key, then use the left arrow and right arrow keys on the keyboard to move the cursor back/forward in the command string.

A red cursor indicates insert mode, and a blue cursor indicates overwrite mode.

To toggle between insert (red) and overwrite (blue) modes, hold down the <SHIFT> key and press the <INS>/<CMND> key.

**CUSTOM BUTTONS**

**ABOUT CUSTOM BUTTONS**

Custom buttons are macros that execute a series of saved keystrokes with a single click. You can use custom buttons to store frequently accessed functions, to create a text template, or to automate a series actions (e.g., sending a screen GRAB to specific recipients).

The custom buttons appear across the very top your Bloomberg panels.

---

The following topics describe how you can use custom buttons to streamline your workflow.
CREATE CUSTOM BUTTONS

Your button toolbar may already display some buttons by default. You can add a custom button to your button toolbar by following these steps:

1. Hold down the <ALT> key and press the B key: <ALT> + B.  
The Bloomberg Customized Buttons window appears.

2. Click New.  
The window updates to a blank form.

3. In the Label field, enter the name that will appear on the button.  
The button preview image updates.

4. If you want to change the color of the button, choose from the drop-down menu of color options.  
The preview image updates.

5. You can define the action(s) the button executes in two ways:
• To manually enter the commands, enter the keystrokes in the *Bloomberg Keys* section of the window, using Bloomberg syntax.

For example, to program the button to display your Bloomberg message inbox, enter `MSG <Go>`, where you type out each character, including the `<Go>`.

• To automatically record a series of commands, click **Record**, enter the series of keystrokes/commands on the Bloomberg screen using only your keyboard (mouse clicks are not recorded), then click the floating grey **Stop Rec** button once finished.

The *Bloomberg Customized Buttons* window appears and your recorded keystrokes appear in the *Bloomberg Keys* section, where you can edit them if necessary.

6. If you want to test the accuracy of the button command(s), click **Test**.
   *The button runs the commands.*

7. Once the button is set up correctly, click **OK**.
   *The new button is added to your library of buttons.*

8. If you want to display the new button on your button toolbar at the top of your Bloomberg panels, click **Add to Toolbar**.
   *The button appears on your custom button toolbar.*

9. To close the *Bloomberg Customized Buttons* window, click **Done**.

**EDIT CUSTOM BUTTONS**

You can edit the name, color, and commands associated with your current custom buttons by completing the following steps:

1. Hold down the `<ALT>` key and press the B key: `<ALT> + B`.
   *The Bloomberg Customized Buttons window appears.*
2. Select the button you want to edit from the Label section of the window.

3. Click Edit.  
   *The Bloomberg Keys section of the window displays the current keystrokes associated with the selected button.*

4. If you want to rename or change the color of the button, use the Label field and/or color drop-down menu at the left of the window, respectively.

5. If you want to change the button’s keystrokes you can do either of the following:
   - To manually update the commands, enter the keystrokes in the Bloomberg Keys section of the window, using Bloomberg syntax.
     
     For example, to program the button to display your Bloomberg message inbox, enter MSG <Go>, where you type out each character, including the <Go>.
   - To automatically record a series of commands, first delete the keystrokes that currently appear in the Bloomberg Keys section. Then, click Record and enter the series of keystrokes/commands on the Bloomberg screen using only your keyboard (mouse clicks are not recorded). Once finished, click the floating grey Stop Rec button.
The Bloomberg Customized Buttons window appears and your new recorded keystrokes appear in the Bloomberg Keys section.

6. If you want to test the accuracy of the button command(s), click **Test**.  
   The button macro runs.

7. Once the button is set up correctly, click **OK**.  
   The button is updated.

8. If the button doesn't already appear on the button toolbar and you want to display it there, click **Add to Toolbar**.  
   The button appears on your custom button toolbar.

9. To close the Bloomberg Customized Buttons window, click **Done**.

### BUTTON DISPLAY SETTINGS

You can use the following keyboard commands to quickly access default setting for your custom buttons:

<table>
<thead>
<tr>
<th>Enter:</th>
<th>To:</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;ALT&gt; + T</td>
<td>Hide/display your custom button toolbar.</td>
</tr>
<tr>
<td>&lt;ALT&gt; + D</td>
<td>Display the <em>Terminal Defaults</em> window, where you can click the <em>Display</em> tab &gt; <em>Toolbar</em> section to access custom button display defaults.</td>
</tr>
<tr>
<td>&lt;ALT&gt; + G</td>
<td>Rearrange and edit custom button display in the Bloomberg Buttons window.</td>
</tr>
<tr>
<td>Hold down &lt;ALT&gt; + drag and drop buttons</td>
<td>Rearrange the order of buttons on the toolbar by dragging and dropping a button into a new position. You can remove a button from the toolbar by dragging and dropping it into the main part of your Bloomberg screen, but it does not delete the button from the Bloomberg Customized Button (&lt;ALT&gt; + B) window.</td>
</tr>
</tbody>
</table>

### SEND A BUTTON TO ANOTHER USER

You can send a custom button to another Bloomberg user as an attachment to a Bloomberg message by completing the following steps:

1. Hold down the <ALT> key and press the B key: **<ALT> + B**.  
   The Bloomberg Customized Buttons window appears.

2. Select the button you want to send from the *Label* section of the window.

3. Click **Send Button**.  
   A Bloomberg message form appears with a Bloomberg Button attachment.

4. Enter the name or speed dial code of the recipient in the **To** field.  
   For complete information on sending Bloomberg messages, see **MSG <HELP>**.

5. To send the message with the button attachment, enter click the red **Send** toolbar button, or enter **<Go> 1 <Go>**.  
   The recipient receives a Bloomberg message from you. When the recipient clicks the blue Bloomberg Button attachment link, the button is automatically downloaded to their button library (<ALT> + B) and appears on their custom button toolbar.
SEND ALL CUSTOM BUTTONS

You can send your entire Bloomberg custom button toolbar to another user by completing the following steps:

1. Enter SNDB <Go>.
   The Send And Retrieve Toolbars function appears.

2. Select Send your toolbars to another user.
   The Bloomberg message form appears with a Bloomberg Function (SNDB) attachment.

3. Enter the name or speed dial code of the recipient in the To field.
   For complete information on sending Bloomberg messages, see MSG <HELP>.

4. To send the message with the toolbar attachment, enter click the red Send toolbar button, or enter <Go> 1 <Go>.
   The recipient receives a Bloomberg message from you with an attachment. When the recipient clicks the blue Bloomberg Function (SNDB) attachment link, they can choose from the following options:
   • Save your current toolbar and receive new toolbar from user.
   • Replace current toolbar with new toolbar.
   
   Note: To see the new button toolbar the recipient must log off and log back on to Bloomberg.

YOUR LOGIN

CREATING A LOGIN

Having a Bloomberg login allows you to personalize your Bloomberg experience, customize your own monitors and charts, save default settings, and create a Bloomberg message/e-mail address.

There are two ways to create a new Bloomberg login.

If someone is currently logged into Bloomberg, you can enter UREG <Go> and follow the prompts that appear to create a new login. If you have any questions or receive an error message, press the green <HELP> key twice to contact Bloomberg’s 24-hour Help Desk.

If no one is currently logged in to Bloomberg, from the initial Bloomberg log in screen, click the blue Create a New Login link, then follow the prompts that appear.
**Note:** For information on accessing the log in screen, see *Logging In and Out*.

If you have any questions or receive an error message, contact Bloomberg's 24-hour customer support team using any of the local customer support numbers that appear when you click the blue **Contact Us** link.
LOGGING IN AND OUT

The following is an example of how to open the BLOOMBERG PROFESSIONAL® service software, log into Bloomberg, and then log out of Bloomberg. For information specific to using BLOOMBERG ANYWHERE® to log into the BLOOMBERG PROFESSIONAL® service via Bloomberg.com, see ANY <Go>.

1. From the Microsoft Windows start menu select: Start > All Programs > Bloomberg > BLOOMBERG, or double-click the green Bloomberg desktop icon.

   Note: Different firms may install the Bloomberg software in different locations. Consult your firm's Information Technology team if the path described in this step is not available from your computer.

   Two Bloomberg panels appear on your desktop, where you can select a language from the list that appears or use the Contact Us link to speak to a Bloomberg representative.

2. To advance to the login screen, you can:
   - Press the <ENTER> key on your keyboard.
   - Press the <GO> key on your keyboard.
   - Click the blue Press Enter or <GO> to begin field that appears on the Bloomberg panel.

   The Bloomberg login screen appears.
3. Enter your login name and password in the highlighted fields, then click the grey Login button.
   If you are a BLOOMBERG ANYWHERE® subscriber, follow the prompts that appear on screen for authentication.
   You are logged in, and the panels update with your custom settings.

4. To log off of Bloomberg and end your session, you can:
   • Enter OFF <Go>.
   • Right-click on a panel, then select Exit Bloomberg from the menu that appears.
   • Click the X at the top right of the Bloomberg panel to log off and close the Bloomberg application.

YOUR ACCOUNT NUMBERS

To display your user and firm identification numbers, such as your login's UUID and the software's serial number (S/N), enter IAM <Go>. The information appears on the top two lines of your screen and does not disrupt your current display.

To display your subscription identification number (SID), press the <CANCEL> key. The SID number appears in white at the bottom right of the panel.

UPDATING YOUR PASSWORD

To update your Bloomberg password, enter UUF <Go>, then follow the prompts to complete the update.

SETTINGS & DEFAULTS

The following topics describe how you can access some of the most common personal default settings. Default settings are specific to your Bloomberg login.
YOUR MAIN PANEL

In some cases you must set defaults on your main Bloomberg panel. While you may have up to four individual Bloomberg panels, your main Bloomberg panel is marked 1-BLOOMBERG and can also be identified by pressing the <CANCEL> key and finding the panel with the software serial number (S/N) ending with -0.

To quickly bring your main panel to the forefront, hold down the <ALT> key and press 1: <ALT> + 1.

PANEL DISPLAY OPTIONS

You can customize the appearance of your Bloomberg panels in the following ways:

• **Display two or four panels**: To change the number of Bloomberg panels that appear, on your main panel, enter PDFU7 <Go>.

• **Resize panels**: You can resize a Bloomberg panel to better fit your desktop space.
  — To toggle between full-screen panel size and smaller panel size, double click on an empty section of the panel.
  — To choose a display size for a panel, click the gear icon at the top right of the panel and select a size from the drop-down menu.
• **Hide/Display Scrolling News and Message Panels**: To display or hide scrolling news headlines at the bottom of your 1-BLOOMBERG panel, enter NO <Go>.

Similarly, to hide/display a panel of scrolling incoming Bloomberg messages on your 2-BLOOMBERG screen, enter NO <Go>.

Right-click on the scrolling news or scrolling message panel to display related panel configuration options.

**REAL-TIME EXCHANGES**

To search, display, order, or cancel real-time exchange enablements for your login, enter **EIS <Go>**. For information on the *Exchange Information System (EIS)* function, see **EIS <HELP>**.

**Note**: You may need to request real-time exchange feed access through your firm's internal approval structure.
COUNTRY & TIME ZONE

To update the default country and time zone settings for your login, enter PDFQ <Go>, select the appropriate options, then enter <Go> 1 <Go> to save your selections.

LANGUAGE

You can customize the Bloomberg to present information and news in a specific language in the following ways:

- **Preferred Language for Terminal Display**: To set your preferred language default, enter LANG <Go>, then select the appropriate option.
  
  **Note**: Settings in LANG only affect your display language; date, unit, and currency settings are not affected.

- **News Story Language(s)**: To select the languages in which news stories appear for your login, enter NLNG <Go>. For information on using the News Search Language Filter (NLNG) function, see NLNG <HELP>.
  
  **Note**: NLNG filters newswires by their stated language category but cannot filter individual stories by language. For example, an English language newswire may occasionally distribute news stories in other languages. Those non-English stories will appear in your news feed.

SOUND/AUDIO

To access the audio settings for various Bloomberg-related sounds, from the Microsoft® Windows start menu, select Start > Control Panel > Sounds and Audio Devices. Then, from the Sounds and Audio Devices Properties window select the Sounds tab and scroll through the Program events section until you see the Bloomberg category.
Follow the instructions that appear in the window to change sounds.

**PURPLE FLASHING MESSAGE INDICATORS**

Message indicators visually alert you when you receive a new message in your Bloomberg inbox.

The in-panel message indicator appears at the top right of every Bloomberg panel. The floating message indicator is a small window that can be placed anywhere on your desktop.

Both indicators flash the name of the Bloomberg user or email address from which you most recently received a message and also flash the number of unread messages you have received since last checking your message inbox (MSG <Go>).
To disable/enable the floating message indicator, enter <ALT> + D. The Terminal Defaults window appears. Select the Setup tab, then select/clear the Show Message Indicator and Auto Show On New Messages options. Click OK to save the changes and close the window.

The in-panel message indicator is always enabled.

ALL SETTINGS & DEFAULTS

To display the main Settings & Defaults menu, enter PDFU <Go>. Select the appropriate category(ies) to set the corresponding defaults.
GETTING HELP

Help Pages are online user guides designed to help you find fast answers, discover new business solutions, and get more from the Bloomberg. From any Help Page, you can browse topics in the left sidebar table of contents, perform a keyword search across all Help Page content, and access Bloomberg's live help desk.

Help Pages mirror and support Bloomberg's menu-based information architecture. Each Help Page is part of a hierarchy, going from Using the Bloomberg (HELP <Go>), the getting started guide you are currently reading, to Market or Ancillary Help Pages, to individual Function Help Pages.
The following links provide more information on getting help on the Bloomberg:

**FUNCTION HELP PAGES**

A Function Help Page provides information specific to one function. This includes an explanation of the business solution the function provides along with how-to instructions, definitions, calculations, and links to related documents and videos.

To access a function's Help Page, from the function, press the green <Help> key once.
For information on using the Help Page's search feature, see Searching Help Pages.

For information on printing a Help Page, see Printing Help Pages.

MARKET & ANCILLARY HELP PAGES

Market Help Pages and Ancillary Product Help Pages introduce you to entire suites of asset class functionality along with cross-market platforms, such as News and Research, Charting, Communication tools, Excel Integration (API), and electronic trading products. Market and Ancillary Product Help Pages are good starting points for exploring the breadth and depth of Bloomberg's offerings, including information about settings, data, and related functionality.

To access Market and Ancillary Product Help Pages:

• From any Function Help Page, click the Market or Ancillary Product level of the breadcrumb.
• Click the links found in Market Sectors or Ancillary Products.

For information on using the Help Page’s search feature, see Searching Help Pages.

For information on printing a Help Page, see Printing Help Pages.

BLOOMBERG HELP

Bloomberg Help, the Getting Started Help Page you are currently reading, covers system-wide Bloomberg logic, navigation, and features applying across all Bloomberg functionality. Whether you’re new to the Bloomberg and need help finding functionality and securities or you’re an experienced user looking for quick tips and tricks, Bloomberg Help provides ways to enhance your workflow.

To access this Bloomberg Help getting started guide:

• Click the Using the Bloomberg link in the breadcrumb at the top of any Help Page.
[Hint] You can also click the *Using the Bloomberg* button at the top of a Help Page.

- Enter **HELP <Go>**.

For information on using the Help Page’s search feature, see *Searching Help Pages*.

For information on printing a Help Page, see *Printing Help Pages*.

**SEARCHING HELP PAGES**

You can search from any Help Page to quickly find the answers you need. Whether you are on a Function Help Page, a Market or Ancillary Product Help Page, or the Bloomberg Help *Getting Started* guide, you can search across all Help content on the system, and the intelligent search curates the content to deliver the most relevant results first.

Once you enter keywords and press **<Go>**, the search results appear. Depending on your keywords and the type of Help Page you search, the results default to either results from the current Help Page or results from related Help Page content.
You can toggle between the current <Help> and Related <Help> results to target the search to the answers you need.

**Hint** If your keywords do not appear in the current Help Page, your search results automatically default to Related <Help> content. If you search HELP <Go>, the results always default to Related <Help> so you can search the entire Help system.

Once you see the results you need, you can click any result to read the Help Page content, or launch the corresponding Bloomberg function.
**LIVE HELP**

The Bloomberg Help Desk is available 24 hours a day, 7 days a week to answer your questions and address your concerns.

To start a live chat with the Bloomberg Help Desk, you can:

- Click the *Live Help* link from a Help Page.

- Press the green `<Help>` key twice.
PRINTING HELP PAGES

You can now print a Help Page for any functionality on the BLOOMBERG PROFESSIONAL® service.

To download a printable version of any Help Page, including the Getting Started help page you are currently viewing, just click the Print button from the Help Page toolbar.
PRINTING FUNCTION HELP

Every function on the Bloomberg has a Help Page, and you can generate a printable version of the Help Page to download and read on your mobile device or print for easy reference.

To download and print a Function Help Page:

1. Access any function on the Bloomberg. For more information on accessing functions, see Accessing Functions. This example accesses the World Equity Indices (WEI) function:

   The WEI function appears.

2. On the Bloomberg keyboard, press the <Help> key once.
The Function Help Page appears in a new window.

3. From the toolbar at the top of the Help Page, click the Print button.
A message appears letting you know that a PDF is generating.

When the PDF appears, you can save, print, or download it to your mobile device.

PRINTING MARKET HELP

There are now online Help Pages to assist you in getting started with any market sector on the Bloomberg, along with cross-market platforms such as News & Research, Communications tools, and Charting. You can generate a printable version of any Market Help Page to download to read on your mobile device or print for easy reference.
To access links to any Market or cross-market platform Help Page, see *Market Sectors*.

Once you access a Market Sector Help Page, you can download a printable version by clicking the **Print** button from the Help Page toolbar.

A message appears letting you know that a PDF is generating. When the PDF appears, you can save or print it.
MARKET SECTORS

Bloomberg's full range of news, data, and analysis functionality is organized into market sector-specific platforms represented by the yellow keys on the keyboard and listed on menus. Bloomberg also provides platforms to support your workflow across market sectors including news, communications tools, and charting along with platforms for government and legal analysis.

MARKET SECTORS

Bloomberg's functionality spans the following Market Sectors:

<table>
<thead>
<tr>
<th>Market Sector</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sovereign &lt;Govt&gt;</strong></td>
<td>Allows you to analyze government bonds and related derivatives for a complete picture of the rates environment. For more information, see HELP GOVT.</td>
</tr>
<tr>
<td><strong>Credit &lt;Corp&gt;</strong></td>
<td>Allows you to analyze the corporate bond, syndicated loan, and credit derivative (CDS) markets. For more information, see HELP CORP.</td>
</tr>
<tr>
<td><strong>Mortgages &lt;Mtge&gt;</strong></td>
<td>Allows you to analyze residential mortgaged backed securities (RMBS), commercial mortgage backed securities (CMBS), asset backed securities (ABS), collateralized debt obligations (CDO), and collateralized loan obligations (CLO). For more information, see HELP MTGE.</td>
</tr>
<tr>
<td><strong>Money Markets &lt;M-Mkt&gt;</strong></td>
<td>Analyzes the short-term rates environment with information for a variety of money-market instruments, including commercial paper (CP), medium term notes, and bankers acceptances. For more information, see HELP MMKT.</td>
</tr>
<tr>
<td><strong>Municipals &lt;Muni&gt;</strong></td>
<td>Provides detailed descriptive data, issuers fundamental, credit analysis, tax analysis, and price transparency tools that allow you to comprehensively analyze the market. For more information, see HELP MUNI.</td>
</tr>
<tr>
<td><strong>Preferreds &lt;Pfd&gt;</strong></td>
<td>Allows you to analyze preferred stocks. For more information, see HELP PFD.</td>
</tr>
<tr>
<td><strong>Equity &lt;Equity&gt;</strong></td>
<td>Allows you to perform top-down and/or bottom-up analysis within the equities markets. You can analyze common stock, warrants, depository receipts, equity options/derivatives, funds, private equity listings, and private companies along with merger and acquisition (M&amp;A), fundamentals, and earnings data. For more information, see HELP EQTY.</td>
</tr>
<tr>
<td><strong>Commodities &lt;Cmdty&gt;</strong></td>
<td>Allows you to analyze futures contracts and energy assets, as well as weather and power data. For more information, see HELP CMDT.</td>
</tr>
</tbody>
</table>
### CROSS-MARKET PLATFORMS

The following platforms provide tools and analysis across all market sectors:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communications &amp; Community</strong></td>
<td>Allows you to easily share news, information, insight, and actionable ideas with clients and colleagues, instantly and seamlessly with e-mail messages, Instant Bloomberg chats, mobile accessibility, and more. For more information, see HELP COMC.</td>
</tr>
<tr>
<td><strong>News &amp; Research</strong></td>
<td>Allows you to find the most important market-moving news and research from every region, topic, source, and language, so you can make faster decisions and perform more accurate and in-depth analysis. For more information, see HELP NWRS.</td>
</tr>
<tr>
<td><strong>Economics</strong></td>
<td>Provides functions and analytics help you navigate through the complex world of global macroeconomics, the principal drivers of all financial markets. For more information, see HELP ECA.</td>
</tr>
<tr>
<td><strong>Regions &amp; Countries</strong></td>
<td>Helps you identify, evaluate, and price investment opportunities in global markets across all asset classes, using the industry’s leading data, analytics, and news. For more information, see HELP RNC.</td>
</tr>
<tr>
<td><strong>Portfolio &amp; Risk Analytics</strong></td>
<td>Offers customizable tools to support your investment process, including intraday performance monitoring, news and events alerts, portfolio characteristics, historical performance attribution, ex-ante risk analysis, pre-trade portfolio construction tools, and utilities that let you upload and maintain your portfolios securely on the Bloomberg terminal. For more information, see HELP PRA.</td>
</tr>
<tr>
<td><strong>Excel Integration</strong></td>
<td>Provides a powerful suite of tools bundled with Bloomberg that delivers market data, historical data, reference data, and analytics into a Microsoft® Excel spreadsheet. For more information, see HELP DAPI.</td>
</tr>
<tr>
<td>Platform</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Custom Applications</strong></td>
<td>Allows you to structure your workspace, tools, and analytics in ways that facilitate and enhance your personal workflow. Tools include BLOOMBERG LAUNCHPAD® and custom charts. For more information, see HELP CHLP.</td>
</tr>
<tr>
<td><strong>Derivatives</strong></td>
<td>Delivers market-standard models and risk management analytics for foreign exchange, interest rate, inflation, credit, equity, and commodity derivatives as well as convertibles and structured notes. For more information, see HELP DRVD.</td>
</tr>
<tr>
<td><strong>Settings &amp; Defaults</strong></td>
<td>Allow you to completely customize your Bloomberg user experience. For more information, see HELP PDF.</td>
</tr>
</tbody>
</table>

Date printed: 09/12/2013
ANCILLARY PRODUCTS

The following products can expand your BLOOMBERG PROFESSIONAL® service-based workflow:

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset and Investment Manager (AIM)</td>
<td>Delivers global, multi-asset solutions for front-end portfolio, trading, and middle &amp; back office operations for buy-side institutions, hedge funds, and proprietary trading desks. For comprehensive documentation on AIM, see HELP AIM.</td>
</tr>
<tr>
<td>BLOOMBERG TRADEBOOK®</td>
<td>An agency broker that partners with both the buy-side and sell-side to provide high-quality liquidity, market insight, and customized solutions based on innovative technologies. For comprehensive documentation on Tradebook, see HELP TBHD.</td>
</tr>
<tr>
<td>Fixed Income Trading (FIT)</td>
<td>Provides liquidity, trading functionality, and straight-through processing across all fixed income asset classes including cash bonds, repo, money markets, interest-rate and credit derivatives, mortgages, money markets, and municipal bonds. For comprehensive documentation on FIT, see HELP DFIT.</td>
</tr>
<tr>
<td>Sell-Side Execution &amp; Order Management System (SSEOMS)</td>
<td>Delivers global order and execution management solutions for front-end sales and trading, and middle and back office operations. For comprehensive documentation on SSEOMS, see HELP SSEO.</td>
</tr>
<tr>
<td>Trade Order Management Solutions (TOMS)</td>
<td>Delivers global, multi-asset solutions for front-end inventory, trading, and middle and back office operations. TOMS enables you to manage inventory, market making, intraday risk and compliance, P&amp;L, and end-of-day close in a fully customizable workflow. For comprehensive documentation on TOMS, see HELP TOMS.</td>
</tr>
<tr>
<td>Bloomberg Government (BGOV)</td>
<td>A customizable resource for professionals who need to understand the business implications of government actions so they can work quickly, decisively, and effectively. For more information on BGOV, see HELP BGOV.</td>
</tr>
<tr>
<td>Bloomberg Law (BLAW)</td>
<td>Provides unrestricted access to essential legal content, integrated with Bloomberg’s proprietary company information, market data, and world-class news. For more information on BLAW, see HELP BLAW.</td>
</tr>
</tbody>
</table>

For more information on using Bloomberg menus, see Browsing Menus.
### Getting Started with the Bloomberg Professional® Service

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