

Help x2

Press the HELP key
twice for instant
live assistance.

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GETTING STARTED

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If you are not utilizing 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® 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>** to reveal Bloomberg's
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.

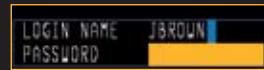


2. Press the RED **<CONN DEFAULT>** key once (equivalent to the pause break key on a traditional keyboard). Leave the login and password fields blank and press **<GO>**.
3. Answer the five basic questions to complete the login creation process.
4. A member of Bloomberg's Global Customer Support team 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 ANYWHERESM subscriber, your final step is the registration of your B-UNITSM 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 call our Global Customer Support. Press the RED **<CANCEL>** key for a list of local technical support numbers.

FINDING INFORMATION AND KEYWORD SEARCHES

The **<HELP>** key is your gateway to finding all information on the BLOOMBERG PROFESSIONAL service. Whether you are looking for company ticker codes, indices, new stories by subject, biographies, and more the **<HELP>** key will find it for you.

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. Company Ticker Search:

Intel <HELP>

Select # 10, 'Companies/Govts/Orgs' to display all the companies with the name of Intel

2. People Search:

Warren Buffett <HELP>

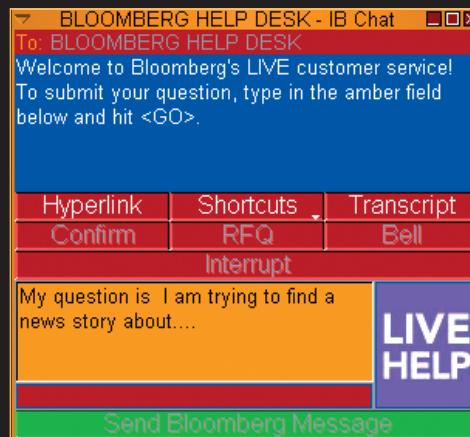
Select # 7, 'People' to access the Profiles database and display a complete biography of Warren Buffett

3. Earnings Estimates:

Earning Estimates <HELP>

Select # 3 'Functions/Analytics/Internet' to display a comprehensive list of relevant earnings functionality

The Bloomberg Help Desk is available 24 hours a day, seven days a week and provides immediate assistance to our customers worldwide. The INSTANT BLOOMBERGSM (IB) 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

Many of these screens are customizable so that you can change the parameter 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 popular news stories
- AV <GO>** BLOOMBERG NEWS® audio/video reports
- N <GO>** The main news menu
- ECO <GO>** Displays a calendar of economic releases
- IM <GO>** Display a menu of treasury/money market and international bond monitors
- WEI <GO>** Monitor worldwide returns for Equity indices
- WB <GO>** World Government bond monitor
- ACDR <GO>** Display an earnings announcement calendar
- MOST <GO>** Monitor the most active securities by volume, up, down and value
- IBQ <GO>** Industry overview: choose from more than 68 industries
- CBQ <GO>** Country overview: choose from more than 46 countries
- QSRC <GO>** Scan the Bloomberg Equity universe to find companies that match your selected criteria
- BLP <GO>** BLOOMBERG LAUNCHPADSM, The ultimate customizable desktop monitor

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 12/1/09 <CORP> DES <GO>**

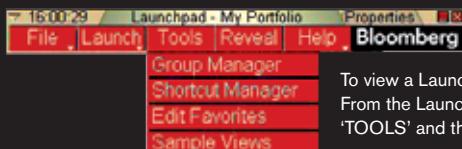
- DES <GO>** Descriptive page including a snapshot of fundamental data and management information
- BQ <GO>** Display price, trade, earnings, relative value data on a single screen
- CN <GO>** Display all Company News
- GPO <GO>** Graph historical prices and moving averages
- RELS <GO>** Related Securities – 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
- COMP <GO>** Comparative returns for your chosen security to its benchmark index and its industry group

EQUITY SPECIFIC

- ANR <GO>** Displays analyst recommendations
- EEB <GO>** Display Bloomberg Earnings Estimates

BOND SPECIFIC

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



To view a Launchpad display:
From the Launchpad toolbar, click
'TOOLS' and then sample views

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 the BLOOMBERG PROFESSIONAL service customer's name, group or Internet address

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

MSG1 FROM INTERNET <GO>

View all messages received from an Internet address

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. Store information for each user, including job title, company, address, phone and fax numbers

GRAB <GO>

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

IB JOHN BROWN <GO>

Chat in real time via INSTANT BLOOMBERG

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.

BERRY <GO>

Access the BLOOMBERG PROFESSIONAL service on your BlackBerry®

MUSE <GO>

Arts and culture

POSH <GO>

Classified adverts

BSP <GO>

Bloomberg sports menu

DINE <GO>

Restaurant search and reviews

FLY <GO>

Flight schedules

WEAT <GO>

Regional weather forecasts

BBXL <GO>

Bloomberg data and calculations in Excel – Download sample spreadsheets

JOBS <GO>

Bloomberg career center

EASY <GO>

Ease-of-use tips and shortcuts

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

NI WNEWS <GO>

Who's who? Movers and shakers, hires and fires

PEOP <GO>

People Search

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 dedicated Bloomberg Account Representative.

BU <GO>

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

CERT <GO>

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

NEXT <GO>

Stay up-to-date with new and enhanced functionality.

<HELP> <HELP>

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





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