

# A New View for Launchpad

Bloomberg's Launchpad 2010 includes enhancements that make it easier to create custom views for tracking the market data and news that are most important to you. **By MICHAEL SZCZESNY and IRIS LEE**

**LAUNCHPAD, THE BLOOMBERG** application that lets you build personalized views of the market using components you fit together on your screen, has been completely revamped. It's now easier than ever to find the components you want and then put these together so you can focus on the information you need the most. The new Launchpad 2010 tool bar lets you search for components using a key word or browse for them by category and popularity among other Bloomberg users. Improved docking

tools make it quicker and easier to group and size components on your screen, while new features let you link components more quickly and personalize your news flow. Type BLP <Go> to access Launchpad 2010 or contact your account representative to receive an upgrade if you haven't already been converted to the new application. For further information about Launchpad 2010, including an overview and tips for building custom views, type LPAD <Go>.

Click on **Browse** to view the most commonly used components or to search for components by category, such as Equity, Fixed Income, Multi-Asset, Charts and News.

Monitors incorporate new tools to help you track securities. **See opposite page** for an expanded monitor with details.

A **key-word-search field** uses autocomplete to make it quicker to locate components.

The News/Research component lets you create a **scrolling news panel** linked to your monitors.

A **custom window incorporates tabs** to let you run multiple functions in one component.

An enhanced **charting component** lets you overlay annotations and customize your graphs.

Click on the **Docking** button to lock adjacent components in place as a group.

View **streaming e-mails**; click on a message to view the full text on another Bloomberg Professional service screen.



LAUNCHPAD MONITORS have been improved to make them easier to create and organize, with new features that let you incorporate

price alerts and graphics for signalling news spikes and price or volume changes in the securities you care about.

Right click on an index ticker and select Show Members to view all of its constituents, as shown here. Select Hide Members to hide them from view.

Right click on a column heading and select Data Visualization to view changes in price or volume graphically.

	Px	Pct Chg on Day	Volume		Ticker	Curr Px	Lst Trd/Lst Px	Pct Chg on Day	Volume
- INDU	10292.78	-0.71%	74432492		MRK UN	136.14	36.14	-0.17%	770500
Average	45.3333	-0.83%	2481218		PFE UN	14.72	14.72	-0.81%	2665500
Standard De	25.23	+0.78%	3487178		- Industrials				
- Consumer Discretionary					Average	59.14	59.14	-0.68%	1572460
Average	44.3567	-0.47%	959200		Standard C	22.8786	22.8786	+0.70%	1866948
Standard C	19.0346	+0.49%	207692		BA UN	64.97	64.97	+0.34%	664100
- Consumer Staples					CAT UN	65.84	65.84	-1.29%	800700
Average	48.6525	-0.35%	705000		GE UN	15.05	15.05	-0.99%	5301300
Standard C	12.2235	+0.31%	185705		MMM UN	81.86	81.86	-1.43%	592100
KFT UN	129.07	-0.85%	517500		UTX UN	67.98	67.98	-0.04%	504100
KO UN	52.75	-0.13%	655000		- Information Technology				
PG UN	62.62	-0.06%	633900		Average	167.98	167.98	-0.04%	368
WMT UN	50.17	-0.36%	1013600		Standard C	167.98	167.98	-0.04%	443
- Energy					CSCO UW	40.00	40.00	-0.00%	400
Average	65.62	-0.81%	1320950		HPO UN	70.00	70.00	-0.00%	700
Standard C	6.84	--	500450		INTC UW	36.62	36.62	-0.00%	362
- Materials					MSFT UW	25.30	25.30	-0.51%	7631597

A white N signifies there's a new headline for the ticker; the audio signal conveys the amount of recent news stories.

Price alerts indicate when a security has moved beyond a threshold you specify; click on any field in the left-hand column to create, edit or reset alerts.

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