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**

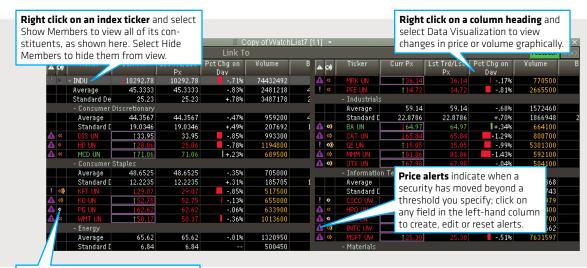
LAUNCHPAD, THE BLOOMBERG application that lets you build personalized views of the market using components you fit together on your screen, has been completely revamped. It's now easier than ever to find the components you want and then put these together so you can focus on the information you need 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

LAUNCHPAD

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>.



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.



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

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