

# Bloomberg To Go

Your favorite functions are available on your BlackBerry.

By Laura Price

◆ ANYBODY WHO HAS already succumbed to the allure of the “crackberry” will know the benefits of having constant access to e-mails, calendar appointments and addresses in the palm of your hand. Now, Bloomberg functions can also be accessed on your BlackBerry. Type BERR <Go> for information on setting up Bloomberg for BlackBerry.

Once you’ve set up your handheld device, click on the Bloomberg icon on your main BlackBerry menu for a menu of key Bloomberg functions. Click on <MSG> to view all of your Bloomberg messages, which are automatically downloaded to your BlackBerry. Messages are sorted into folders such as TMSG for your trade idea messages, NLRT for news alerts, ALRT for price alerts and LLRT for law alerts. You can use Your Speed Dial List (SPDL) on a Bloomberg Professional service screen to color-code messages from important clients or friends.

You can also access all of the main Bloomberg news functions on your BlackBerry. Click on the <TOP> icon to view the top news stories of the day. To find headlines about a specific company, click on the <NEWS> icon and enter a ticker on the company line, such as *IBM US*. Click on <READ> for news stories that are attracting the most readers.

Click on <WEI> for updates on the world’s main equity indexes, including the FTSE 100 Index and the Nikkei 225 Stock Average, and click on <MKT> to view all of your Launchpad or Enhanced Worksheet (NW) monitors. You can scroll across the screen to see the full monitor on your BlackBerry by using the ALT key and your scroll wheel.

Bloomberg for BlackBerry also enables you to track your favorite stocks by clicking on the <CHART> icon. Press the scroll wheel, and choose Show Volume in the menu that appears to graph volume or choose Security Snapshot to view key

market data for the selected stock. You can also see this snapshot by clicking on <QUOTE>, using the scroll wheel to click on Load Security and entering a ticker, such as *PETR4 BZ* for Brazilian state-owned oil company Petr leo Brasileiro SA. That stock will remain your default selection until you enter another ticker on the same line. The Security Snapshot function shows the latest trade, bid and ask prices of the stock as well as percentage of change, volatility, volume-weighted average price, trading volume and market value data. By clicking on the scroll button, you can also choose to see company news or go straight to a chart.

TO ACCESS BLOOMBERG’S pricing alerts via the BlackBerry, click on the <ALRT> symbol. You can edit the frequency, price limits and securities for as many as 1,500 alerts.

Click on <IB> to send Instant Bloomberg messages to any Bloomberg user in your speed dial list. A green dot indicates that users are logged in; a red dot, that they’re logged out; and a yellow dot, that users have been idle for at least five minutes. Using the menu under the scroll button, you can choose Send IB. If the user accepts your IB message, you can have an instant conversation.

A key feature of Bloomberg for BlackBerry is the ability to contact the help desk 24 hours a day. Click on <HELP>, type your

message, click on the scroll wheel and click Send to be connected to a customer support representative in your preferred language.

Three new functions on Bloomberg for BlackBerry are People Search, Bloomberg Law Search and Flight Lookup. Click on <PEOPLE>, enter a name, position or organization, click on the scroll wheel and click Search to view the contact data, news and other information for anyone who has a Bloomberg Profile (BIO) page. You can use <BLAW> to search for court dockets as well as to view your Law Alerts. Click on <FLY> to find airline phone numbers, and to find up-to-date flight details. Enter your destination city or airport code on the Destination line and your departure city on the Origin line, click on the scroll wheel and choose Search to find flights.

To get Bloomberg on your BlackBerry at no additional cost, all you need is a Bloomberg Anywhere subscription. Contact your Bloomberg representative via BREP <Go> to request help setting up the service. ◆

Press <Help> twice to send a question to the Bloomberg Analytics help desk.

## >Bloomberg for BlackBerry

Type BERR <Go> on a Bloomberg Professional service screen for information on setting up access via a mobile device.

