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WELCOME TO ESIGNAL

HERE'S SOME GOOD NEWS. You don't have to be a rocket scientist to harness the power of eSignal. That's exciting because we're certain that most of you view your PC and eSignal as tools for collecting and organizing market and financial information and not as some all-consuming new hobby.

The Big Picture

The first time you start eSignal, you may be somewhat overwhelmed. It's not unlike your first foray into a busy city. Instead of buildings, streets, and heavy traffic, you're presented with an array of windows displaying lots of information, much of which is constantly changing. As shown in Figure 2-1, eSignal displays a huge selection of financial data that can be organized and presented in different ways. Don't let this put you off. As you read on, you'll find that getting around town is not that difficult. In fact, unlike most places you visit, you'll be able to redesign the eSignal layout to suit your own needs.

allow you to create and apply custom formulas. See Chapter 8 for more in-depth information on using Advanced Charts.

- 1 **Chart window.** Chart windows display data for a single issue in a graphical or tabular form. There are several different chart types to choose from. Daily charts display historical data, whereas intraday charts display data for the current day.
- 1 **Detail window.** As you'd guess from its name, a Detail window provides detailed information about a particular issue. It can display both quote and fundamental (e.g., P/E ratio, earnings per share, dividends) data.
- 1 **Summary window.** Summary windows let you display a few key fields for each symbol so that you can see many more symbols at a glance. You can enter multiple symbol column headings so that you can display many more symbols in a summary format.
- 1 **Ticker window.** Ticker windows display headlines and quote information in a space-saving scrolling format. You can choose to have the window scroll horizontally or vertically.
- 1 **Options window.** Options windows display data for all trading options for a root symbol (e.g., IBM is the root symbol for IBM options).
- 1 **Portfolio window.** Portfolio windows make it easy to track your current holdings. All you do is enter the number of shares or contracts and the purchase or sale price, and eSignal takes care of the rest.
- 1 **Level II window.** Level II windows present data such as market maker prices and volumes for a NASDAQ issue. Level II windows also display regional stock quotes for NYSE and AMEX issues.

- 1 **Leaders window.** The Leaders window automatically displays volume leaders and the best and worst performers in various categories and markets for the current day's trading.
- 1 **Browser window.** Browser windows provide access to eSignal Internet services and the Internet at large without having to leave the application.
- 1 **Headlines and Reports windows.** Headlines and Reports windows are Text Manager windows that look and operate much the same. These windows display a list of headlines or reports which are updated on a real-time basis. In many instances, you can view the news story behind a headline or view a report by clicking on a headline or report name. You can list all headlines or reports or a subset based on criteria such as an issue or source.
- 1 **Text windows.** Text windows are Text Manager windows that contain news stories or reports. You can open a Text window and view a news story or report by clicking on a headline in a Headlines or Reports window, or from a News Ticker.

Communications

eSignal's communications are controlled by the Data Manager. The Data Manager gathers information from the Internet. It then funnels that information to eSignal to populate and update the windows you see on your screen. Once you get eSignal installed and running, you'll have very little interaction with the Data Manager. It's designed to work in the background.

About This Book

This book is intended to get you up and productively using eSignal. In the chapters that follow, we'll describe important features and walk you through the most common tasks.

Here's a quick look at how the book is organized:

- 1 **Chapter 1, eSignal Quick Start** provides the experienced user with installation requirements and instructions. It also includes a quick reference to the default layout, as well as toolbar and right-click functions.
- 1 **Chapter 2, Welcome to eSignal** is the chapter you're reading now. It provides a brief introduction and describes how to use the guidebook and where to go for more information.
- 1 **Chapter 3, Getting Ready to Use eSignal** covers what you'll need to know and do before you can start eSignal. You'll learn about hardware and software requirements and installing eSignal. *If eSignal is already up and running, you may want to skip this chapter.*
- 1 **Chapter 4, Connecting to the Internet** looks into setting up an Internet connection, selecting an Internet Service Provider, and connecting to the Internet.
- 1 **Chapter 5, eSignal Basics** and **Chapter 6, Using Symbols** cover the basics. Chapter 5 is the "boot camp" chapter. You'll learn about files, windows, and layouts and how to get work done using the mouse, menus, toolbar, and other commonly-used features. Chapter 6 covers symbol formats and some of the features that make working with symbols easier.
- 1 **Chapters 7 through 17** focus on the eSignal windows. You'll learn what each window does and how to use it to display the information you want, the way you want it. **Chapter 8** introduces eSignal's new Advanced Charting capabilities.
- 1 **Chapter 18, Internet Features** describes the Browser window and the eSignal Internet services available to you.

- 1 **Chapter 19, Using Integrated Trading Features** looks at how to execute trades with eSignal integrated trading partners.
- 1 **Chapter 20, Working with Text Information** shows you how to use the Text Manager to display current or historical headlines, news stories, and reports. You'll be able to view a complete listing of what's available or a subset based on a particular issue, keyword, or source.
- 1 **Appendix A, Advanced Charting Formulas and Studies** shows you how to use eSignal's Formulas menu to access and create your own formulas that you can apply to Advanced Charts. It also provides details on the Advanced charting studies that you can apply to your charts.
- 1 **Appendix B, eSignal Financial Glossary** provides basic terminology and definitions that you may find useful in your trading

Conventions

To make the best use of your time, you should know about the following conventions.

NOTE: Notes that point out special circumstances or other important information will look like this.

HELP

This is how we present references to online help. We'll try to put these pointers wherever we think more information may be useful.

Sidebars

- 1 We'll use sidebars that are formatted like this to define terminology or discuss a topic that is helpful to know but not essential.

Keystroke alternatives. Most descriptions of how to move around and get work done in eSignal are mouse oriented (Click this, click that). Often, you can use a combination of keystrokes as an alternative to the mouse. When you see a statement such as (Alt-D, T) following an instruction, it means you can also complete that step using the keystroke combination enclosed in the parentheses. In the case of (Alt-D, T), you would press the D key while holding down the Alt key, release those, and then press T.

To do a task

Throughout the book, you'll find stepwise task instructions. They'll always begin with a header like the one above followed by numbered steps.

Getting More Information

Although this book covers eSignal's most important features and tasks, it may not address all your needs. If this is the case, here are some additional sources for answering your questions and getting more information.

- 1 **eSignal Tutorial.** To get up and running in a minimum amount of time, try the eSignal Tutorial. You can access this valuable learning resource by clicking the Toolbox icon on the eSignal toolbar or by selecting Trader's Toolbox from the view menu. Once you're at the Trader's Toolbox site, follow the link to the eSignal Tutorial to access the most current eSignal Tutorial.
- 1 **Online Help.** For a reminder about something you've forgotten or to get information about an advanced feature not covered here, use the eSignal Help system. Wherever you are in eSignal, Help is just a keystroke away. See the next section for instructions.

Using the Help System

The eSignal Help system provides information about all features, windows, dialog boxes, and menu commands. It's easy to find what you need because there are several different ways to open and use Help.

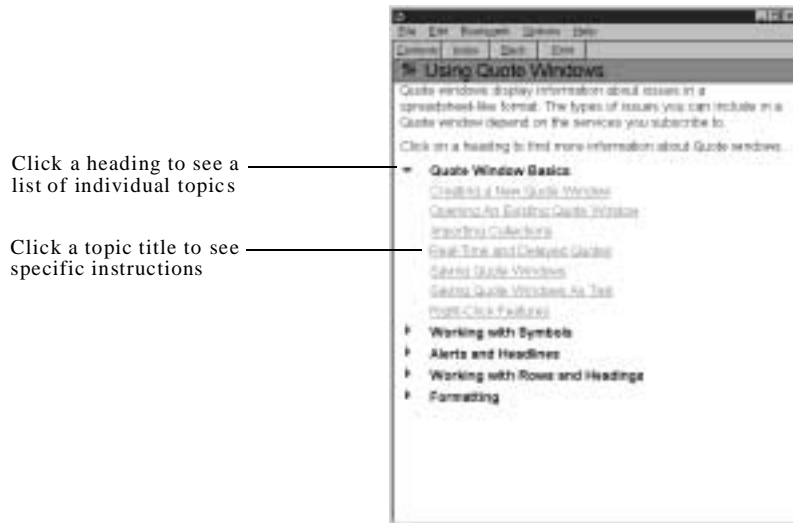
You find more information about how to use Help by choosing the Using Help command from the Help menu in eSignal, Text Manager, or Data Manager. You can also get help for the active window or dialog box by pressing the F1 key.

Using Context Help

Context Help gives you information about the window, dialog box, or other feature you're using at the moment. Here are some ideas about getting information via context-sensitive Help.

- 1 You can press the F1 key to see Help for the current window (the window that's on top or has its title bar highlighted). For example, say you're working in a Quote window and want to know how to set alerts. You press F1 to see the Quote win-

How Help screen (Figure 2-2), then follow the links to specific information.



Click a heading to see a list of individual topics


Click a topic title to see specific instructions

Figure 2-2. Context-Sensitive Help for the Current Window

- 1 You can also press the F1 key or click the Help button in a dialog box to see a reference screen, including information about each field in the dialog box. For example, imagine that you're entering a new position into a Portfolio window. If you have a question about a field in the Position dialog box, press F1 or click the Help button. As shown in Figure 2-3, a Help screen for the Position dialog box appears.



Figure 2-3. Context-Sensitive Help for a dialog box

- 1 If you're not sure about the purpose of a toolbar icon, a pull-down list, or another feature, you can click the Context Help toolbar icon  or press Shift-F1, then click the feature with the question mark cursor.
- 1 You can even get help for menu commands. Position the cursor over the menu command, but don't click. (If you click, of course, you'll execute the command.) Press the F1 key to open a Help screen with a short description of the command and any shortcuts it might have.

Contents Help

If you prefer, you can use the Help system in very much the same way you'd use a book. There's a table of contents, an index, and a feature that you won't find in any book—the ability to search for any word in the Help system.

- 1 If you want to browse through the table of contents to find the information you need, choose Contents from the Help menu. In the Help window, the Contents tab

displays a series of headings. Let's say you want to find out how to switch between horizontal and vertical scrolling in a Ticker window. Double-click the Using Ticker windows heading (as shown in Figure 2-4), then the Choosing Ticker Window Data heading, then the Choosing Horizontal or Vertical Scrolling topic.

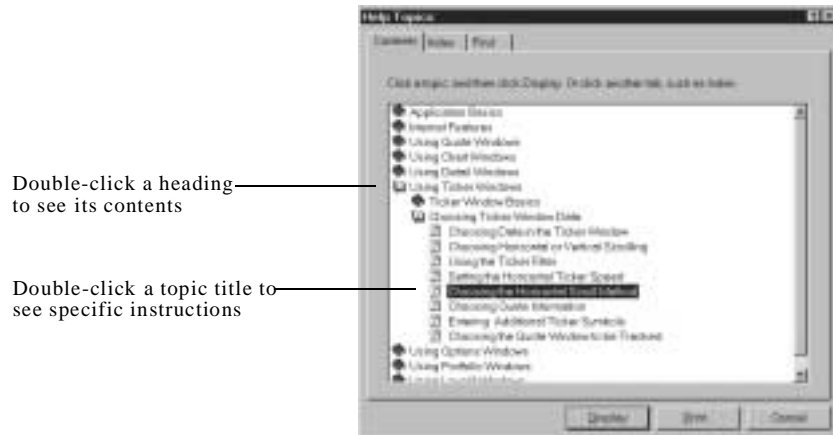


Figure 2-4. Using Help Contents to Find a Topic

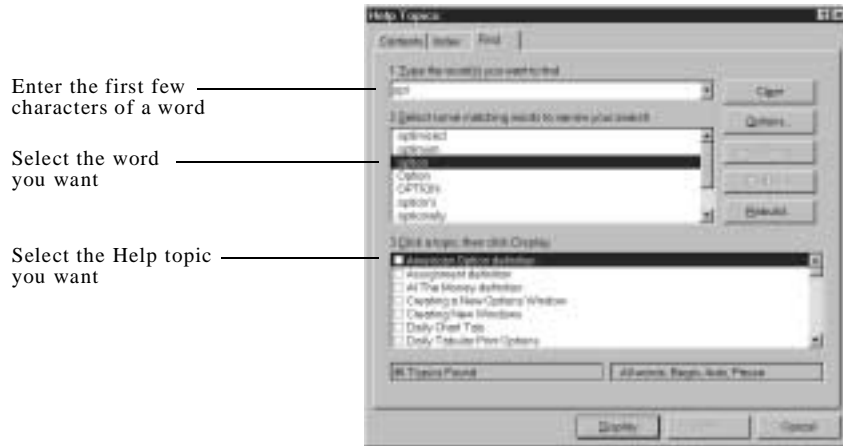


Figure 2-6. Help Keyword Find to Find a Topic

Contacting eSignal

eSignal provides a number of avenues for answering your questions or resolving problems. It's always a good idea to start with the eSignal web site at www.esignal.com for online users.

Here you'll find information that ranges from our latest software downloads to billing statements and pricing to product tips and hints.

Customer Support Menu

eSignal includes a Customer Support menu that provides valuable support information and assistance. You can click on the eSignal Customer Support menu to access a variety of comprehensive support and service resources. The eSignal Customer Support menu is pictured below. The Customer Support menu changes periodically to better suit subscriber needs.



If you have a question or problem that you need help resolving, you can contact customer service by selecting LiveRep from the Customer Support menu or by using the additional service and support contacts provided below.

New Accounts

Most questions or issues surface during the first month of service. For this reason, we have a special email address and telephone number that new subscribers can use as they are coming up to speed during their first 30 days of service:

- 1 Email: **newaccounts@eSignal.com**
- 1 Telephone: 1-800-353-5456

eSignal Client Services

For customer support (changing or adding services, billing questions), email us at **customerservice@eSignal.com**.

For technical support (problems with the data feed, bad reception, problems with the software), go to **www.eSignal.com/support** and click on the eSignal link. Click on Basic Operations or Troubleshooting to find the answers to most common problems. If you don't find what you need, then click the Support link or email us at **techonline@eSignal.com**.

For emergencies, you can reach us by phone from within the United States or Canada:

1-800-S-MARKET (1-800-762-7538)

- Press 1 for interactive response system.
- Press 2 for customer support.
- Press 3 for technical service.

Fax: 510-266-6060

Outside the U.S. and Canada:

510-264-1700

European Support:

Voice: +44 (0) 20 7825 8770

Fax eSignal: +44 (0) 20 7825 7570

EMail: eurosupport@esignal.com

Contacting Technical Support

Before contacting Technical Support, you'll need to gather some basic information to help the Support Representative resolve your problem. Here's the information you should have available:

- 1 Your user name and password
- 1 Operating system and version (e.g., Windows 98 version 4.10)
- 1 eSignal version (e.g., version 7.0)
- 1 The text and number of any error messages you received
- 1 A description of the problem, including when it occurs

To access your eSignal version number

- 1 Choose About from the eSignal Help menu. A box will appear that lists the eSignal version you are using.

Troubleshooting eSignal

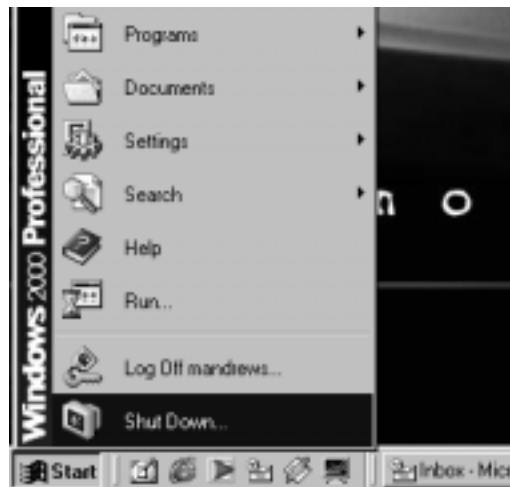
The following list of common problems and solutions was compiled by eSignal's technical support staff. Please review these common questions and answers to see if they help to resolve any problems you may be experiencing. If you do not see a solution to your problem in the following list, you may want to go to www.esignal.com/support/FAQ for updates on common problems and solutions that have been updated since the publication of this manual.

Q: I am experiencing problems such as frequent disconnects, slow data and general connection problems.

A: Many problems of this type have been associated with particular Internet Service Providers (ISPs) or lack of sufficient memory.

There are a couple of steps you can take:

First, try shutting down your computer for a couple of minutes, then reboot. This will release any locked-up memory. After you reboot, make sure that your Internet connection and eSignal are the only programs you open.



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To check if your Internet connection is part of the cause, try connecting to web sites that you have never visited before. You can also try to connect with a different ISP.

Q: Why do my 2 green indicators at the bottom of the screen turn Red but I'm still able to surf the web?

A: When the 2 green OK indicators turn red, it means there is something wrong with your connection. It can indicate that someone else is using your account, a bad user name and/or password, or that your Internet connection is down.

In some cases your Internet connection may not go down, you can keep surfing the web, but our data stops. It means that the route your Internet Service uses to get to us is either timing out (heavy Internet traffic), or cannot find the right path. Also, your Internet connection may have kicked you off. To rectify the problem, you need to re-establish your Internet connection by logging off eSignal, and your Internet connection, wait a few seconds, then sign back on.

Q: What does NO DM in eSignal indicate?

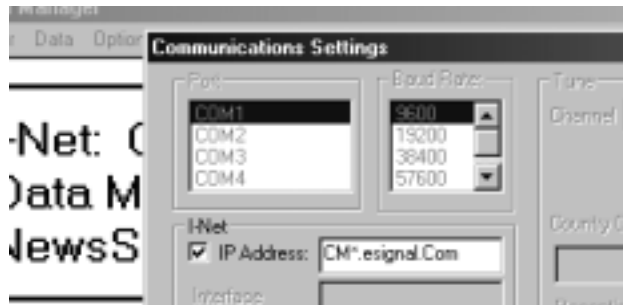
A: This indicates that your eSignal program cannot find/recognize the Data Manager.

There are a couple of possible causes for this:

The first may be that you are running a firewall/proxy program on the same computer that is running eSignal. This will not work in most cases. For more information on this subject go to www.esignal.com/esignal/sign/sign_firewall.asp.

Your Data Manager may have been closed. Make sure that it is still open. You can reopen it by clicking Start, Programs, eSignal, Data Manager.

Your program may have lost the IP address in the Data Manager. To put it back, first bring up the Data Manager, then click on Receiver, then Communications. Enter the following IP Address box: CM*.esignal.Com, then click OK



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Q: My Traders Toolbox says "Unable to display," why is this happening?

A: Please check your Internet Explorer version. You can easily do this in eSignal by clicking Help then About Internet Explorer. Make sure that you are using the latest version. If you are using eSignal 6.0 or higher eSignal recommends that you use Internet Explorer 5.5. If you are not using at least Internet Explorer 5.0 you will need to upgrade.