



# Latitude Portfolio

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World's most intelligent<sup>1</sup>, secure<sup>2</sup>, and manageable commercial PCs<sup>3</sup>.

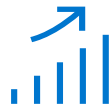
# Accelerate from ideas to innovation

Confidently work from everywhere with the world's most intelligent<sup>1</sup>, secure<sup>2</sup>, and manageable commercial PCs<sup>3</sup> sustainably designed for productivity on the go.



## Best collaboration and connectivity experience<sup>4</sup>

Look and sound your best wherever you work with up to 8MP resolution, high-dynamic range (HDR) technology, intelligent audio that reduces background noise, and 5G options<sup>5</sup>.



## Best business productivity<sup>6</sup>

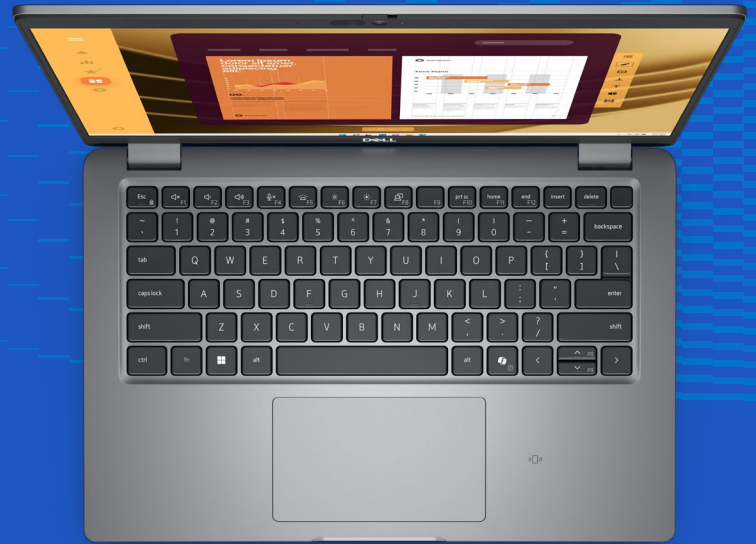
Powered by up to Intel® Core™ Ultra processors combined with Intel vPro®, fast DDR5 memory options and advanced thermals to keep systems cool, these PCs can handle today's multi-tasking demands.



## Sustainably designed

Our sustainable Latitude portfolio works toward meeting our goals, so you can meet yours. Among other innovations this year, Latitude has the world's first commercial PCs to use recycled cobalt in their batteries<sup>7</sup>.

# AI-enhanced performance and efficiency



## Unlock AI-enhanced performance and efficiency with Intel® Core™ Ultra processors and Copilot in Windows 11.



### Intel® Core™ Ultra processor

The new Intel® Core™ Ultra processor combined with Intel vPro® delivers a secure hardware platform with premium performance and optimized power efficiency, ready to handle the next generation of AI workloads and the versatile management options that businesses require to stay ahead of the game.

Enjoy the next generation of performance hybrid architecture for supercharged computing with a battery that lasts thanks to a three tier multi-processing unit. Business users can manage complex workloads by sending the right task to the right engine at the right time with a CPU for lightweight low-latency AI tasks, GPU<sup>1</sup> for media and visual AI rendering, and NPU, a dedicated AI engine, for sustained AI and AI offload.



### AI-enhanced apps

Apps using AI run faster and smoother, delivering more battery life.

**Collaboration:** Use up to 38% less power when utilizing AI-enhanced collaboration tools during Zoom calls.<sup>2</sup>

**Creativity:** 132% faster performance when running on-device AI photo editing on Adobe.<sup>3</sup>

**Security:** Detect malware with less than 1% CPU utilization using CrowdStrike.<sup>4</sup>



### Copilot in Windows 11

Effortlessly jumpstart your workflow with the Copilot Hardware Key on your device, saving you time by providing quick access to the tools you need to start your workday.

Copilot in Windows<sup>5</sup> is your AI assistant at work. Supercharge your productivity and achieve more with less time and effort, while keeping sources private and protected. Copilot brings intelligent tools to your desktop so you can get better answers, sharpen skills, find fresh solutions, and create in new ways.

# Confidently work anywhere with Latitude

## Mobile designs

Small and light devices for at-the-desk or on-the-go versatility

## Variety of premium features

Options for Collaboration Touchpads, ultralight designs, Mini-LED Battery-Saving Backlit Technology, 16:10 aspect ratio displays, up to 8MP IR cameras, and more.

## AI PCs

Enjoy power-efficient performance for various, complex business workloads with Intel® Core™ Ultra processors.

## Seamless connectivity

Broad range of Wi-Fi options including Wi-Fi 7<sup>3</sup> as well as mobile broadband.<sup>4</sup>

## HDR technology on the camera

Latitude PCs are the World's First Commercial PCs to offer HDR technology in cameras that increase the camera's dynamic range to better capture video in challenging lighting conditions.<sup>1</sup>

## Scalable and flexible form factors

Select from laptop, 2-in-1, or detachable options with sizes ranging from 13" to 16". Laptop and 2-in-1 form factors available on the same system BIOS for simplified ordering and management.

## Industry's most secure commercial PCs<sup>2</sup>

Powerful security built-in with Dell SafeID, Dell SafeBIOS, lock slots, and smartcard reader options.

## Rigorous MIL-STD testing for durability and reliability



## Sustainable innovation

Intentionally designed to lower environmental impact with low-impact packaging, innovation with sustainable materials, responsible IT asset retirement, and environmental certifications and registrations that demonstrate our commitment to climate-related and energy-efficiency standards.

## Most manageable commercial PCs<sup>5</sup>

Help your IT Admins save time, money, and resources when managing a fleet of PCs

## Accessories designed and tested to work better together

Dell has all the tools to build your perfect setup everywhere - including keyboards, mice, docks, webcams, audio solutions and more.

# Latitude 9000 series

## Innovation meets ultra-premium design

Ideal for C-suite executives, account managers, consultants, and small and medium business owners who are driven to build and grow their businesses with strategic vision; the Latitude 9000 series 2-in-1s are designed for productivity without compromise. Packaged in a stunning design, and with innovations exclusive to the 9000 series, these devices offer the performance, connectivity, and collaboration tools needed to power your day, wherever you work.



## World's smallest 14" commercial PC<sup>1</sup>

Easily work from anywhere on the world's smallest 14" commercial PC. The Latitude 9440 and 9450 fit a 14" screen in a 13" chassis<sup>1</sup> while still featuring an expansive display with plenty of room for productivity thanks to a 16:10 InfinityEdge design.



## Ultra-premium design

Meticulously crafted using a high-precision CNC machining process, your device's sleek aesthetic is complemented by a stunning graphite color and seamless, diamond-cut edges. As the world's only commercial PC with a Zero-Lattice Keyboard<sup>1</sup>, the luxurious design not only extends to the device's interior, but also features Battery-Saving Mini-LED Backlit Technology that reduces the keyboard's power usage by up to 75% and extends battery life.<sup>1</sup>



## World's most collaborative commercial PC<sup>1</sup>

Enjoy seamless collaboration with clients and colleagues with the world's only Haptic Collaboration Touchpad<sup>1</sup>, which puts critical Zoom and Microsoft Teams<sup>4</sup> conferencing controls at your fingertips. Look your best on conference calls with an FHD IR camera featuring HDR technology, and enjoy loud and clear audio with quad speakers, including two top-firing and two bottom-firing speakers.



## Intentionally designed to lower environmental impact

Latitude 9000 series products are designed with a variety of sustainable materials including post-consumer recycled plastic, bio-based plastic, ocean-bound plastic, and low emissions and recycled aluminum.<sup>2</sup> Your PCs also meet the highest environmental standards for energy efficiency and climate impact.<sup>3</sup>

# Latitude 7000 series

## Premium design and performance with a range of options

Ideal for team leaders, directors, project or product managers who are driven to connect teams and ensure collaboration; the Latitude 7000 series devices are designed with both a premium look and performance. A broad range of features provide seamless collaboration and connectivity for both at-the-desk work or on-the-go versatility.



### Variety of premium designs

For the ultimate in portability, select a Latitude 7350 or 7450 Ultralight laptop, the world's lightest 13.3" and 14.0" premium commercial laptops<sup>1</sup>. These devices are available in a stunning River color with a magnesium chassis. The Latitude 7000 series also offers aluminum laptops in classic Titan Gray available on the 13.3", 14.0", & 16.0". For added versatility, select a 2-in-1 form factor available on the 13.3" and 14.0".



### Variety of premium features

Enjoy 5% more room for productivity with a taller 16:10 aspect ratio display (vs. a 16:9 aspect ratio). Optional Battery-Saving Mini-LED Backlit Technology reduces power drain by the keyboard up to 75% and increases battery life<sup>3</sup>.



### Seamless collaboration

Look your best on every conference call with an FHD or FHD IR camera featuring HDR technology that accurately captures image detail in challenging lighting conditions. For crisp and clear conferencing audio; Latitude 7350, 7450, and 7650 also have the best audio quality ever in a 7000 series with up to 100% more bass and 41% improvement in loudness in gen-over-gen comparison.<sup>2</sup> Ultralight configurations also feature a Collaboration Touchpad that puts critical Microsoft Teams and Zoom<sup>3</sup> conferencing controls at your fingertips.



### Intentionally designed to lower environmental impact

The Latitude 7350 is the world's first premium commercial PC to use 50% recycled cobalt in its battery.<sup>4</sup> Latitude 7350 and 7450 Ultralight configurations contain up to 90% recycled magnesium in the chassis<sup>5</sup> while Latitude 7350, 7450, and 7650 aluminum configurations will start shipping with 50% low emissions and 50% recycled aluminum in chassis in 2024.<sup>6</sup> The Latitude 7000 series meets the highest environmental standards for energy efficiency and climate impact.<sup>7</sup>

# Latitude 7350 Detachable

## World's most versatile commercial detachable<sup>1</sup>

Ideal for on-the-go professionals who need a versatile device that can easily adapt to a variety of needs and environments, the Latitude 7350 Detachable is designed with the performance of a laptop and the versatility of a tablet. Equipped with ample premium features and available with customized accessories to enhance your experience, the Latitude 7350 Detachable provides performance wherever you need it.



### Versatile design

Use your device as either a tablet or a laptop with the addition of the optional Latitude 7350 Detachable Collaboration Keyboard. Naturally take notes with the Latitude 7350 Detachable Active Pen, which securely stores and charges to 100% in the pen garage of the Collaboration Keyboard in a quick 30 seconds.<sup>2</sup> Lightweight and durable with corner bumpers, built-in kickstand, elastic pen holder, comfortable hand strap, and detachable shoulder strap; the Dell EcoLoop Protective Case for the Latitude 7350 Detachable keeps your device protected while on the go.



### World's most collaborative commercial Detachable<sup>10</sup>

Look your best on calls with clients and colleagues with the best user-facing camera with 8MP resolution and HDR technology amongst other Detachables<sup>6</sup>. The world's first commercial detachable with a Collaboration Touchpad (sold separately) puts critical Microsoft Teams and Zoom<sup>7</sup> conferencing controls at your fingertips.



### Performance of a laptop

Enjoy laptop-level performance and keep your device running smoothly, wherever you work, thanks to advanced thermal solutions, such as additional intake vents under the kickstand that maximize airflow when the kickstand is open. Intelligent thermal modes allow your device to run up to 51% faster in laptop mode<sup>3</sup>, 38% quieter in tablet mode<sup>4</sup>, and up to 5C cooler in tablet mode.<sup>5</sup>



### Intentionally designed to lower environmental impact

Inspired by Dell's vision for circular design, the Latitude 7350 Detachable is the world's most serviceable detachable<sup>1</sup> and features easy-to-remove pop-openable displays, removable batteries, as well as upgradable WWAN & SSDs, making serviceability easy and fast. The Latitude 7350 Detachable is also the world's first premium commercial PC to use 50% recycled cobalt in its battery<sup>8</sup> and meets the highest environmental standards for energy efficiency and climate impact.<sup>9</sup>

# Latitude 5000 series

## The perfect balance of performance, privacy and scalability

World's smallest mainstream business laptops<sup>1</sup> offering scalable performance, broad range of security and productivity options, and are designed with sustainability in mind. These devices are ideal for professionals in specialized and complex fields who prioritize efficiency and results, requiring flexible performance options to accommodate hybrid work styles.



### Scalable productivity

Find ultimate flexibility that fits the needs of any workforce in the most scalable mainstream business laptops<sup>2</sup>. Latitude 5000 offers latest Intel® Core™ Ultra processor options as well as DDR5 upgradeable memory on 14/15" and LPDDR5/x memory on 13". Choose from a range of display options and stay productive with up to 32% longer battery life on average than the previous generation<sup>3</sup>.



### The most sustainable Latitude 5000 series yet<sup>4</sup>

Latitude 5000 laptops are designed with a variety of sustainable materials<sup>5</sup> including post-consumer recycled plastic, ocean-bound plastic, bio-based plastic and reclaimed carbon fiber, and this year, will start shipping with 50% recycled cobalt in the battery<sup>6</sup>. These devices in 100% recycled, renewable and recyclable packaging with multipack options for even lesser waste<sup>7</sup>.



### Stay protected

The industry's most secure commercial PCs<sup>8</sup> offer scalable built-in security solutions that enable you to work from everywhere with peace of mind. Latitude 5000 features a range of security options including Dell SafeID, Dell SafeBIOS, fingerprint readers, lock slots, contact and contactless smart card readers, Control Vault 3+, camera privacy shutters and more.



### Connect and collaborate seamlessly

Look your best on every conference call with new, available FHD or FHD IR cameras featuring high-dynamic range (HDR) technology that accurately captures image detail in challenging lighting conditions. Plus, Wi-Fi 6E<sup>9</sup> and available mobile broadband options make hybrid work easy. Quickly connect to peripherals with a selection of ports including Thunderbolt™ 4.0 USB-C<sup>10</sup>, HDMI 2.1<sup>10</sup> and USB-A.



# Latitude 3000 series

## Essential productivity with a premium feel

A range of essential features built for any business and any budget. Ideal for task-oriented professionals who are driven to produce results who require enterprise-level security, essential intelligence and collaboration features that help them stay productive.



### Performance for any business

Latitude 3000 series offers essential and reliable performance options within a compact chassis. Available in 14" and 15" screen sizes, it comes in a soft charcoal color and is made with post-consumer recycled plastics in various parts of its design<sup>4</sup>. Boost your productivity with new DDR5 memory and get up to 13% greater battery life<sup>5</sup> on average than previous generation. This year, Latitude 3000 will start shipping with 50% recycled cobalt in the battery<sup>6</sup>.



### Tools that make collaboration easy

Look your best on conference calls with new, available FHD or FHD IR cameras featuring high-dynamic range (HDR) technology that accurately captures image detail in challenging lighting conditions. Collaborate without distractions with intelligent audio features from Dell Optimizer.



### Reliable connectivity

Enjoy high-speed connectivity with available Wi-Fi 6E<sup>1</sup> and conveniently connect anywhere with available 4G mobile broadband option on 15". Network Optimization<sup>2</sup> joins the best available network, prioritizes conferencing apps and delivers fast data and video downloads with the world's first simultaneous multi-network connection.



### Manageable and secure

Most manageable<sup>3</sup> commercial PC helps your IT Admins save time, money, and resources when managing a fleet of PCs. Latitude 3000 offers security features such as optional fingerprint readers, TPM chips, lock slots and more.

# Dell Optimizer



We make it intelligent. You make it yours.

## Powering the world's most intelligent commercial PCs<sup>1</sup> with AI-based optimization software that learns and responds to the way you work.

Experience the world's most intelligent collaboration experience<sup>2</sup>

Ease into your meetings with the collaboration touchpad. Use the touchpad surface to gain quick access to frequently used Zoom and Microsoft Teams features such as screen share, chat, camera and microphone, to enjoy a better conferencing experience.

Get up to 18% in power savings<sup>6</sup>

Save energy without sacrificing performance for ultimate efficiency with Power Optimization. Achieve power savings when you set your PC to Quiet Mode on your thermal management settings – giving you up to 2.4 watts of power savings compared to default mode.<sup>5</sup>

Work smarter with an intelligent ecosystem

Enjoy easy pairing and management of your Dell monitors and accessories with the integration of Dell Display Manager and Dell Peripheral Manager

Intelligent privacy anywhere

Get to work faster and keep your sensitive data private with our Presence Detection technology- which wakes your PC when you approach and locks it when you walk away.

Experience 2x faster network performance<sup>3</sup>

Network Optimization provides the world's first simultaneous multi-network connection for faster data and video downloads<sup>4</sup>, and joins the best network<sup>5</sup> available.

Up-level audio

Intelligent Audio senses your surrounding sand improves the conferencing experience by removing unwanted sounds, alerts you when your voice quality is poor, and provides a better collaboration experience for you and all call participants.

▶ [Click here to learn more about Dell Optimizer](#)

# Sustainability on Dell Latitude

Delivering innovative technology and solutions to collectively lower our environmental impact.



## 1st

World's first commercial PCs to use recycled cobalt in their batteries.<sup>1</sup>

## 100%

Latitude notebooks ship in 100% recycled or renewable packaging and select devices offer mutipack options for reduced packaging and transportation waste.<sup>2</sup>

## Greatest variety of sustainable materials

The new Latitude 5000 series is designed with the greatest variety of sustainable materials of any mainstream business laptop, featuring components made with recycled plastics, reclaimed carbon fiber, recycled cobalt, recycled aluminum, bio-based material, and ocean-bound plastics.<sup>3</sup>

## Most durable and serviceable

Latitude 7350 Detachable is the World's Most Serviceable detachable<sup>5</sup> with easy access to batteries and displays, as well as upgradable WWAN & SSDs. This detachable is most durable<sup>6</sup> and has passed extreme environmental testing.

## Lifecycle Management

Dell APEX offerings and Asset Recovery Services make it easier for our customers to modernize responsibly, and reduce over-provisioning and e-waste, on schedule and within budget. Dell makes it easy to access and replace parts to get the most life out of our products.

## Powered for sustainability

Latitude notebooks ship with the new 65W adapter designed with 95% post-consumer recycled plastic in the case and 98% recycled aluminum in the thermal shield.<sup>4</sup>

[Learn more.](#)



# Simplify IT

Our most secure<sup>1</sup> and most<sup>6</sup> manageable offerings make IT management a breeze

## SECURITY

Improve fleet-wide security with multiple layers of defense

Reduce the attack surface and enhance long-term cyber resilience with [Dell Trusted Workspace](#)

Dell offers the industry's most secure commercial PCs<sup>1</sup> with protections competitors cannot match:



### Be secure from first boot

Rigorous, state-of-the-art supply chain controls and Dell-unique [Secured Component Verification](#) reduce the risk of product tampering.



### Spot ticking timebombs

Early-alert feature Indicators of Attack, offered [only by Dell](#), scans for behavior-based threats.



### Stay protected from evolving threats

Only Dell offers off-host BIOS and firmware verification, providing greater security than other PCs. The latest Intel vPro<sup>®</sup>-based PCs provide an estimated 70% attack surface reduction.<sup>4</sup>

Layer on advanced threat protection with software from our ecosystem of best-of-breed partners.

Only Dell integrates device telemetry with industry-leading software to improve fleet-wide security.

[Learn More >](#)

## MANAGEABILITY

Manage your fleet of PCs - reliably and easily

Help secure and optimize your endpoints and deliver end-user productivity with [Dell Manageability Solutions](#)

[Dell Trusted Update Experience](#) makes it simple to update endpoints, packing the latest BIOS, driver, and firmware versions. Dell is the only Top-5 PC vendor that:



### Publishes<sup>2</sup> a device drivers and downloads release schedule:

IT Admins can deploy fleet-wide device updates on a predictable timeline.



### Performs<sup>3</sup> integrated validation of all driver and BIOS modules in an update:

IT Admins can expect a trusted, system compatible update deployment, across a fleet of devices.

[Learn More >](#)



### Dell has the industry's first:<sup>5</sup>

- Binary Large Object (BLOB) package-based solution using Microsoft Intune
- Systems Management Solution to integrate with Workspace ONE
- Hardware OEM systems management solution to integrate with Intel vPro<sup>®</sup>

# Legacy, scale and innovation

Dell Technologies is your trusted partner for the future of work

## Dell Technologies APEX

**1st**

and most comprehensive<sup>1</sup>  
As-a-service portfolio that spans from multi-cloud to client devices.

Experience the flexibility to transform your IT and deploy the latest technologies at predictable costs.

### Dell APEX PC-as-a-Service

Fully customizable subscription covers everything - devices, software and services; available from one-to-five-year terms.

### Dell APEX Managed Device Service

Fully managed, subscription with a team of IT experts to keep business devices up-to-date and secure; and no year-long commitment (US only).

[Learn more>](#)

## Asset Recovery Services

**2.6B**

Pounds of electronics recovered since 2007<sup>6</sup>

Let Dell help you securely and responsibly retire your old IT equipment - regardless of brand - to allow for a seamless transition from old to new technology, while protecting both your business and the planet.

[Learn more>](#)

## AI-driven support services

**36TB**

Telemetry data processed per day<sup>2</sup>

Evolving with you, using machine learning and an AI engine that learns fast. Trust Dell Technologies to deliver hyper-efficient, automated IT support, drawn from decades of AI experience and top-ranked services.

[Learn more>](#)

## ProDeploy Client Suite for PCs

**30K+**

PC's configured daily<sup>3</sup>  
For organizations of any size, find the right-sized deployment solution to solve an array of IT needs.

35 years of deployment expertise from Dell ensures seamless experiences for configuration, imaging, and provisioning; as well as asset tagging and warehousing.

[Learn more>](#)



**Modern Lifecycle Solutions**

## ProSupport Suite for PCs

**641**

Hours of admin time saved per year<sup>4</sup>  
With advanced telemetry and AI, IT teams can remotely manage the health of their Dell fleet, anticipate and resolve issues and automate PC updates.

[Learn more>](#)

## Dell Premier

**297%**

ROI over 4 years<sup>5</sup>

Modernize IT purchasing by shopping your catalog in a tailored online solution. Gain control over the entire IT ecosystem to cut costs, standardize ordering, access analytics and more.

[Learn more>](#)

**Legal Disclaimers****Page No 1**

1. Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more
2. Dell has the industry's most secure commercial PCs with built-in below the OS security features that our competitors cannot match. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf.external>
3. Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3<sup>rd</sup> Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3<sup>rd</sup> party management solutions. 3<sup>rd</sup> Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade.

**Page No 2**

1. Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf.external>
2. Dell has the industry's most secure commercial PCs with built-in below the OS security features that our competitors cannot match. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.
3. Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3<sup>rd</sup> Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3<sup>rd</sup> party management solutions. 3<sup>rd</sup> Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade.
4. Based on Dell internal analysis, November 2023
5. Mobile Broadband antenna and module (for 2-in-1 devices) available only at time of system purchase. Mobile Broadband subject to service provider's broadband, subscription and coverage area; additional charges apply. eSim technology subject to regional carrier/service provider availability & service provider's data plan subscription; additional charges apply. Check availability with your service provider.
6. Based on Dell internal analysis, November 2023
7. Applies to the Latitude 7350 Detachable and the Latitude 7350 that uses the 57Whr battery. Based on internal analysis, February 2024

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1. High-Efficiency Video Coding (HEVC) content playback on the system and on an external display as well as HEVC content streaming is supported on configurations with a discrete graphics card, built in 4K panel, Dolby Vision or CyberLink Blue-ray player; for other configurations HEVC content playback on the system will require a separate purchase and download of software HEVC codec or third-party media players.
2. Based on Intel<sup>®</sup> internal testing on generic devices, as measured by system on chip (SOC) package power during 1x1 Zoom call with background blur on NPU on Intel Core Ultra 7 165H processor comparing to 13th Gen Core i7 1370P processor. Learn more here: Intel<sup>®</sup> Core™ Ultra Processors - 1 | Performance Index
3. Based on Intel<sup>®</sup> internal testing on generic devices, as measured by an AI video editing workload using Adobe Premier Pro Beta on Intel Core Ultra 7 165H processor, comparing to 13th Gen Intel Core i7-1370P processor. Learn more here: Intel<sup>®</sup> Core™ Ultra Processors - 1 | Performance Index
4. <1% CPU usage when running on-device AI based security like CrowdStrike. Based on Intel and CrowdStrike testing. Results may vary. These results should not be taken with the understanding that the ratio of CPU usage, memory usage, or inference time between CPU only and CPU+NPU will remain the same with a different/smaller model – even one using the same neural architecture as the model under test. This is also not a general claim about the performance of other models on the NPU, even other CNNs. The result should only be taken as an understanding that, for this specific Convolutional Neural Network (CNN) model developed by CrowdStrike, a smaller distilled model of the same design would likely have an average inference time after the first of <= ~25ms and a CPU overhead <= ~1%. Note that featurization/ tokenization were not measured as part of this test. The model was tested using the OpenVINO framework. Learn more here: <https://www.crowdstrike.com/blog/crowdstrike-and-intel-research-advance-endpoint-security/>
5. Timing of feature delivery and availability varies by market and device. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.

**Page No 4**

1. Applies to Product launched March 2024. Based on Dell analysis of publicly available information, November 2023.
2. Dell has the industry's most secure commercial PCs with built-in below the OS security features that our competitors cannot match. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.
3. Wi-Fi7/6e which has the 6Ghz band requires Windows 11 Operating system and compatible router. Router requires a separate purchase. Wi-Fi 7/6E (6GHz) connectivity is only available in select locations. Check availability with your service provider. The Wi-Fi 7 card will operate on Wi-Fi 6E/6 speeds when Wi-Fi 7 is unavailable. Drivers for Wi-Fi 7 will be available mid-2024 (Win11 24H2 update). Dates are subject to change without notice. Ubuntu OS will not support Wi-Fi7 and will operate on Wi-Fi 6/6E speeds when configured for WiFi7. The Bluetooth wireless card version may vary depending on the operating system that is installed on your computer.
4. Mobile Broadband antenna and module (for 2-in-1 devices) available only at time of system purchase. Mobile Broadband subject to service provider's broadband subscription and coverage area; additional charges apply. eSim technology subject to regional carrier/service provider availability & service provider's data plan subscription; additional charges apply. Check availability with your service provider.
5. Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3<sup>rd</sup> Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3<sup>rd</sup> party management solutions. 3<sup>rd</sup> Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support

out-of-band systems management, is an additional system configuration upgrade.

#### Page No 5

1. Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023
2. Based on internal analysis, January 2024.
3. Based on internal analysis, January 2024. Based on EPEAT Climate+ Designations achieved in all applicable countries. EPEAT registered where applicable. EPEAT registration varies by country. See <http://www.epeat.net/> for registration status and tier levels.
4. Collaboration icons are only visible during Zoom or Microsoft Teams calls. Compatible video conferencing platforms are subject to change.

#### Page No 6

1. Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023.
2. Applies to Product launched March 2024. Improvements vary according to configuration. Based on Dell internal analysis, February 2024
3. Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023.
4. Applies to the Latitude 7350 Detachable and the Latitude 7350 that uses the 57Whr battery. Based on internal analysis, February 2024
5. Applies to the Latitude 7450 Ultralight WLAN configuration and the 7350 Ultralight and excludes Japan. WWAN configuration (7450 Ultralight) is estimated to start shipping with 90% recycled magnesium in May 2024. Based on internal analysis, January 2024.
6. 7650 and 7450 Mainstream. Based on internal analysis, January 2024. 7350 MS: Shipping timelines may vary based on region and laptop configuration.
7. Based on internal analysis, January 2024. Based on EPEAT Climate+ Designations achieved in all applicable countries. EPEAT registered where applicable. EPEAT registration varies by country. See <http://www.epeat.net/> for registration status and tier levels.

#### Page No 7

1. Based on internal analysis, October 2023
2. Based on internal analysis, January 2024
3. Based on internal analysis, January 2024. Compares Latitude 7350 Detachable in desk/laptop mode vs tablet mode. Configuration tested is U5, 16GB, 512GB on CineBench R20. Results may vary.
4. Based on internal analysis, January 2024. Compares Latitude 7350 Detachable in tablet mode vs desk/laptop mode. Configuration tested is U5, 16GB, 512GB on CineBench R20. Results may vary.
5. Based on internal analysis, January 2024. Compares Latitude 7350 Detachable in tablet mode vs desk/laptop mode. Configuration tested is U7, 32GB, 512GB running CineBench R20. Results may vary.
6. Based on internal analysis, October 2023. Applicable to Windows devices only
7. Collaboration icons are only visible during Zoom or Microsoft Teams calls. Compatible video conferencing platforms are subject to change.
8. Applies to the Latitude 7350 Detachable and the Latitude 7350 that uses the 57Whr battery. Based on internal analysis, February 2024
9. Based on internal analysis, January 2024. Based on EPEAT Climate+ Designations achieved in all applicable countries. EPEAT registered where applicable. EPEAT registration varies by country. See <http://www.epeat.net/> for registration status and tier levels.
10. Additional purchase required for Collaboration experiences. For more information visit here. Based on Dell analysis, October 2023.

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1. Dell Internal Analysis, November 2023
2. Dell Internal Analysis, November 2023
3. Latitude 5550 and Latitude 5540 tested across multiple configurations. Battery life results were compared for like-to-like configs (i.e., same or similar memory, storage, display, battery, etc.) except for CPU. Based on testing using the Mobile Mark 2025 battery life benchmark test in February 2024. For more information about this benchmark test, visit [www.bapco.com](http://www.bapco.com). Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, usage, operating conditions, power management settings and other factors.
4. Dell Internal Analysis, November 2023
5. Post-consumer recycled plastic:30% in LCD cover lid, 30% in LCD antenna window, 50% in LCD bezel, 50% in palm-rest, 50% in inner frame, 30% in bottom door, 35% in battery filler, 50% in battery housing, 30% in speaker enclosure, Reclaimed carbon fiber:20% in LCD cover lid, 20% in bottom door, bio-based plastic: 21% bio-based material in LCD cover lid, 21% bio-based material in bottom door, 42% bio-based material in the feet at the bottom of the device, ocean-bound plastic:28% ocean bound plastic in fan housing , recycled cobalt: Shipping timelines may vary based on region and laptop
6. Based on internal analysis, January 2024. Shipping timelines may vary based on region and laptop configuration.
7. Based on internal analysis, January 2024.
8. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.
9. WiFi 6E requires Windows 11 Operating system and compatible router. Router requires a separate purchase. WiFi 6E connectivity is only available in select locations. Check availability with your service provider.
10. Applies to Latitude 5350 only: High-Efficiency Video Coding (HEVC) content playback on the system and on an external display as well as HEVC content streaming is supported on configurations with a discrete graphics card, built in 4K panel, Dolby Vision or CyberLink Blue-ray player; for other configurations HEVC content playback on the system will require a separate purchase and download of software HEVC codec or third-party media players.

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1. WiFi 6E requires Windows 11 Operating system and compatible router. Router requires a separate purchase. WiFi 6E connectivity is only available in select locations. Check availability with your service provider.
2. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under Network Optimization. It simultaneously sends and receives data and video traffic using two or more wired or wireless connections. Based on Dell internal analysis, November 2023.
3. Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3<sup>rd</sup> Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3<sup>rd</sup> party management solutions. 3<sup>rd</sup> Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade.
4. Based on internal analysis, January 2024. Recycled plastic: 50% in bezel, 30% in palmrest (14" and 15'), 50% in bottom door (14" and 15'), 50% in battery frame.
5. Dell Internal Analysis, February 2024
6. Based on internal analysis, February 2024. Shipping timelines may vary based on region and laptop configuration and applies to Latitude 3000 shipping with 54 Whr

battery.

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1. Based on Dell analysis, November 2023. Dell Optimizer is the AI-based optimization software for commercial PCs and MyDell is the AI-based optimization software for consumer and small business PCs. Dell Optimizer is not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. MyDell is only available on new Inspiron, Vostro and XPS PCs beginning in 2023, as well as select models from 2021 and 2022. MyDell is not available on Alienware PCs. Feature availability and functionality may vary by model. For more details visit Dell Optimizer Availability Matrix and MyDell Feature Availability Matrix.
2. Based on Dell analysis, November 2023. Collaboration feature availability and functionality may vary by model. Collaboration touchpad is just available on Latitude 9330 and 9440 models only. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf.external>
3. Based on A Principled Technologies Report commissioned by Dell that ran PC performance benchmarks on Dell Latitude 9430 laptops and OptiPlex 7400 all-in-one desktop PCs: Improve PC app performance, battery charging, and end-user experiences with Dell Optimizer, June 2023
4. Disclaimer: Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell internal analysis.
5. Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials
6. Disclaimer: This is based on a Dell internal study, testing power and performance within our Dell Optimizer power module. White paper published November 2022 <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/industry-market/maximizing-power-efficiency-with-dell-optimizer-a-case-study.pdf>  
Image Disclaimer: The dashboard look and features vary by model.

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- 1 Applies to the Latitude 7350 Detachable and the Latitude 7350 that uses the 57Whr battery. Based on internal analysis, February 2024
- 2 Contains atleast 92.9 % recycled content and 5.6% renewable materials in the form of sustainably forested fibers. Excludes optional items added to order and included in box.
- 3 Based on internal analysis, March 2024. Post-consumer recycled plastic: 30% in LCD cover lid, 30% in LCD antenna window, 50% in LCD bezel, 50% in palm-rest, 50% in inner frame, 30% in bottom door, 35% in battery filler, 50% in battery housing, 30% in speaker enclosure, 95% in 65W adapter case and AC inlet; Reclaimed carbon fiber: 20% in LCD cover lid; 20% in bottom door; Bio-based plastic: 21% in LCD cover lid, 21% in bottom door, 42% in the feet at the bottom of the device; Ocean-bound plastic: 28% in fan housing; Recycled cobalt: 50% in entry (42Whr) battery Recycled aluminum: 98% in 65W adapter thermal shielding
- 4 Based on internal analysis, February 2024
- 5 Based on internal analysis, October 2023
- 6 Based on internal analysis, October 2023

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1. Dell has the industry's most secure commercial PCs with built-in below the OS security features that our competitors cannot match. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Geographic restrictions: Donot use in Argentina, Chile, China, Colombia, Costa Rica, Guatemala, Hong Kong, Korea, Malaysia, Russia, South Africa, Taiwan, Ukraine, Venezuela, Vietnam, Thailand, and the Philippines.
2. When comparing publicly available device drivers and downloads release schedules published by the Top 5 PC vendors, as of May 2023. Based on internal analysis, May 2023.
3. Based on Dell internal analysis, May 2023, of integrated validation approaches of Top 5 PC vendors, for driver and BIOS modules in an update, by currently shipping and future-state product system images.
4. The latest Intel vPro platform-based PCs provide an estimated 70 percent attack surface reduction compared to four-year-old devices. Source: IOActive. "13th Generation Intel Core Attack Surface Study." Commissioned by Intel. March 2023. [intel.com/content/www/us/en/architecture-and-technology/vpro/hardware-shield/13th-gen-attack-surface-study-summary-report.html](https://www.intel.com/content/www/us/en/architecture-and-technology/vpro/hardware-shield/13th-gen-attack-surface-study-summary-report.html).
5. Industry's first device manageability solution to use a Binary Large Object (BLOB) package, recognized by Microsoft Intune, for secure endpoint configuration and management. Based on Dell analysis, July 2023. Based on Dell internal analysis – November 2023.
6. Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3rd Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade.

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1. Dell Technologies APEX offers the 1st and most comprehensive As-a-service portfolio that spans from multi-cloud to client devices. Source: Based on Dell internal analysis, April 2023. Payment solutions provided to qualified commercial customers by Dell Financial Services through Dell Technologies group companies or authorized business partners. Solutions may be changed without notice and are subject to product availability, eligibility, credit approval, acceptable documentation and local applicable law. Some solutions, including end of term purchase options, may not be available or may vary by country. Within the EU, the EEA, the UK and Switzerland certain solutions are provided by Dell Bank International d.a.c. and its local branches, including by Dell Bank International d.a.c Sucursal en España in Spain. Dell Bank International d.a.c. is regulated by the Central Bank of Ireland. Dell Technologies and Dell logos are trademarks of Dell Inc.
2. Dell Technologies processes 36TB of telemetry data per day. Source: Based on Dell internal analysis, November 2023.
3. ProDeploy Client Suite for PCs configures 30K PC daily. Source: Based on Dell internal analysis, April 2023.
4. ProSupport Suite for PCs saves 641 hours of IT admin time per year\* (on recurring tasks for a 1,000-device fleet. \*vs. a manual approach based on data extrapolated from hands-on testing). Source: Based on a Principled Technologies test report, "Simplify PC management and save IT admin time with an automated support service," dated September 2023. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <https://facts.pt/PELu7lm>
5. Dell Premier offers up to 297% ROI, or return on investment, over a span of 4 years. Source: Based on a Forrester Total Economic Impact™ Study Commissioned by Dell Technologies and Intel, "The Total Economic Impact™ Of Dell Premier Solutions", August 2021. These findings were aggregated into a 15,000-employee composite organization to create a four-year financial model that calculates the likely ROI a company should expect by adopting Dell Premier. Actual results may vary. Full study <https://tools.totaleconomicimpact.com/go/dell/premiersolutions/>
6. Dell Technologies has recovered 2.6 billion pounds of electronics since 2007. Source: Based on Dell internal analysis of publicly available data, April 2023.