

## Dell Technologies Helps Professionals Stay Productive Anywhere with World's Most Intelligent and Secure Business PCs

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### News Summary:

- *Industry's most sustainable commercial PC portfolio with built-in AI capabilities help professionals work smarter*
- *Latitude 9000 series laptops boost productivity with intelligent features built into ultra-premium designs*
- *Precision 5000 series support demanding workloads, packing performance into the industry's smallest and thinnest mobile workstation designs*
- *Simple and flexible services make it easy to deploy, manage and purchase PCs around the globe, creating ready to work experiences for employees*

### Full Story:

Dell Technologies (NYSE:DELL) unveiled the world's most intelligent and secure business PCs<sup>1</sup> across its award-winning Latitude, Precision and OptiPlex portfolios to make work more efficient and safe — no matter the location. As the industry's [most sustainable commercial PC portfolio](#)<sup>2</sup>, the new devices further advance Dell's [commitment to sustainability](#) with recycled materials, sustainable packaging, energy efficient designs and EPEAT Gold registrations.

Professionals can work smarter with [Dell Optimizer](#)<sup>3</sup>, the automated Artificial Intelligence (AI)-based optimization technology, now available across Latitude, Precision and OptiPlex devices. The built-in software learns how each person works and adapts to their behavior to help them focus on the tasks that matter most. It works behind the scenes to improve overall application performance<sup>4</sup>; enable faster log-in and secure lock outs<sup>5</sup>; eliminate echoes and reduce background noise on conference calls; and extend battery run time<sup>6</sup>.

"The PC plays a central role in how we reimagine the way we work, even anticipating what we need to be more productive," said Darrel Ward, senior vice president, Client Product Group, Dell Technologies. "From the moment you log on to your last video conference of the day, you need a PC that adapts to the way you work. That's why we are driving innovations that offer more intelligence, longer battery life, powerful speakerphones, compact designs and 5G support — all while moving our sustainability goals forward."

"It's critical to offer the right balance of portability with the right set of productivity features. Professionals want to turn on their device and know they have everything they need to accomplish their work, in one device," said Maribel Lopez, founder and principal analyst, Lopez Research. "People want bigger screens in smaller footprints, solid speakers for excellent call quality, the ability to switch from Wi-Fi to 5G on the fly, and built-in AI capabilities that optimize performance and eliminate background noise — ultimately helping them work smarter and faster from any location."

### Boost productivity with the world's most intelligent business PCs<sup>7</sup>

New intelligent [Latitude PCs and 2-in-1s](#) adapt to how people work. The new ultra-premium 9000 series and completely redesigned 7000 series feature machined and brushed aluminum designs; long battery life; an array of ports; and expansive, four-sided narrow border displays to see and do more. Available with 10th Gen Intel® vPro® processors and Intel® Wi-Fi 6 (Gig+)® for nearly three times faster speeds, the Latitude devices offer businesses power, performance and global connectivity.

- **For executives and on-the-go professionals who need the very best in design, power and connectivity, the [Latitude](#)**

[9510](#) is the smallest<sup>9</sup>, lightest and most intelligent 15-inch business PC. Starting at 3.1 pounds<sup>10</sup>, the PC offers built-in 5G-ready design<sup>11</sup>, up to 34 hours of battery life<sup>12</sup>, and an enhanced conferencing experience with powerful built-in speakerphones and microphones. It offers the power and performance teams need to be productive anywhere as the first [Project Athena-verified](#) commercial PC with 10th Gen Intel® vPro® processors<sup>13</sup>.

- **Designed for balancing performance and portability**, the Latitude 7410 and 7310 are the smallest 14-inch and 13-inch premium business laptops<sup>14</sup>. Also configurable as a 2-in-1, the Latitude 7410 features the industry's first 4K low blue light screen on a premium business PC<sup>15</sup> for better readability and to help enhance eye comfort.

#### **Mobile workstations offer mission-critical reliability and more power in smaller designs**

Dell has reengineered its industry-leading [Precision workstation portfolio](#), designed to handle demanding workloads like intensive graphics processing, data analysis and CAD modeling. With smaller footprints, sleek designs, and [thermal innovations](#), the new Precision mobile workstations deliver increased performance and ISV certifications with professional graphics from NVIDIA and the latest 10th Gen Intel® Core™ vPro® and Xeon® processors.

Designed for creators and professionals wanting high performance and stylish design without the size and weight of a traditional mobile workstation, the Dell Precision 5550 and 5750 are the world's smallest and thinnest 15-inch and 17-inch mobile workstations<sup>16</sup>. Creators and engineers can see and do more with the 16:10, 4-sided InfinityEdge (up to HDR 400) display. The all-new Precision 5750 is also VR/AR and AI-Ready to handle fast rendering, detailed visualizations and complex simulations.

#### **Compact desktops featuring smart designs**

For industries like healthcare and education that rely on the dependability of desktop devices, Dell [launched](#) redesigned OptiPlex towers and expanded all-in-ones with flexible configurations in space-saving designs.

#### **The most secure commercial PCs, easy to deploy and manage around the globe**

IT professionals have the freedom and flexibility to set up ready-to-work experiences from day one — regardless of where employees are working — with [Unified Workspace](#). From remote workers to creatives and engineers, [IT can easily determine](#) what devices to deploy that will best support employee needs, workstyle and location with Dell's new [Workforce Persona QuickStart](#).

Large enterprises to small businesses can access Dell's PCs, support and software at an affordable, predictable cost to help manage working capital with [Dell PCaaS](#)<sup>17</sup>, part of the [Dell Technologies on Demand](#) portfolio. Businesses can refresh their fleet with the latest PCs every 36 months, and have peace of mind knowing they have deployed the industry's most secure commercial PCs<sup>18</sup>, even guarding against [silent attacks at the BIOS level](#).

#### **Availability and pricing:**

- The Latitude 9510 is available now starting at \$1,899. The Latitude 7410 and 7310 are available now, starting at \$1,499.
- The Dell Precision 5550 is available now starting at \$1,999. The Dell Precision 5750 is available in early June starting at \$2,399.
- Workforce Persona QuickStart service is available today.

#### **Additional Resources**

- For the latest updates on business PCs and news from Dell Technologies, connect with us on [Twitter](#) and [LinkedIn](#).
- [Learn](#) how Dell is helping businesses implement remote workforce solutions.

#### **About Dell Technologies**

Dell Technologies ([NYSE: DELL](#)) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.

<sup>1</sup> Based on Dell analysis, Nov 2019.

<sup>2</sup> Based on the design, manufacture, packaging, product lifecycle maintenance and number of ecolabel registrations, including EPEAT Gold registrations for the Dell Precision, Latitude and OptiPlex portfolio as of May 2020.

<sup>3</sup> Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series. Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model.

<sup>4</sup> Dell Optimizer ExpressResponse must be enabled in the Applications feature. DO learns how user uses the selected application(s) over several hours. Based on Dell testing using Sysmark 2018 benchmark on a Latitude system running productivity applications; and using performance evaluation benchmarks on Precision mobile workstations running ISV applications, March 2020. Improvement will vary based on product configuration, use, application and other factors.

<sup>5</sup> ExpressSign-In is available on Latitude 9000 and select 7000 series; Precision mobile workstations 7000 and select 5000 series. See product details for availability.

<sup>6</sup> ExpressCharge with Dell Optimizer (DO) requires 14 days to learn the user's behavior, then dynamically applies appropriate battery settings. DO Adaptive Battery setting must be enabled in the Power feature settings labeled "Adaptive Battery Performance". Improvement will vary based on product configuration, use, software, operating conditions, power management settings and other factors. Improvements may decrease over time. System performance may be impacted.

<sup>7</sup> Based on Dell analysis, November 2019. Dell Optimizer is compatible with 2020 Latitude devices with Microsoft® Windows OS, excluding Latitude 3310 2-in-1 and Chrome OS systems.

<sup>8</sup> Intel® Wi-Fi 6 (Gig+) delivers nearly 3x faster speeds and next-gen security to PCs and wireless networks.

<sup>9</sup> Based on Dell analysis, November 2019. The smallest refers total surface area of the notebooks.

<sup>10</sup> Weights vary depending on configuration and manufacturing variability.

<sup>11</sup> 5G LTE option on 2-in-1 coming in fall of 2020. Mobile Broadband/LTE: Subject to service provider's broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

<sup>12</sup> Battery life is based on testing Latitude 9510 with Intel Core i5- 10210U, 8GB RAM, 256 GB SSD, 88Whr battery and FHD non-touch display, using the Mobile Mark 2014 benchmark test available at [www.bapco.com](http://www.bapco.com). Test results are for comparative purposes only. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

<sup>13</sup> Based on Intel's design verification process, April 2020.

<sup>14</sup> Based on Dell analysis, January 2020, using publicly available data. The smallest refers total surface area of the 2-in-1s.

<sup>15</sup> Based on Dell analysis using publicly available data, April 2020.

<sup>16</sup> Based on Dell analysis using publicly available data to compare 15" and 17" mobile workstations, January 2020. The smallest refers total surface area of the mobile workstations.

<sup>17</sup> PCaaS: Terms provided by Dell Financial Services L.L.C. or its affiliate or designee for qualified business customers. Subject to availability, credit approval, applicable documentation and law. Applicable for 36-month term. For qualifying products only. Monthly payment amount does not include charges other than periodic rent payments (such as taxes, fees, shipping or other charges).

<sup>18</sup> Based on Dell internal analysis, January 2020.

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