**DELL**Technologies

## Dell Technologies Helps Organizations Create a Modern Workplace with New AI Experiences

February 26, 2024

*New AI PCs help organizations implement AI strategies and prepare for the future*

**Story Highlights**

- Dell will have the broadest portfolio of commercial AI laptops and mobile workstations[1]
- New Dell AI PCs and workstations elevate performance, productivity and collaboration for everyday workers and power users
- New services leverage AI, telemetry and automation to deliver self-healing capabilities for PCs
- Dell expands most intelligent headset portfolio with new AI-driven technology

ROUND ROCK, Texas, Feb. 26, 2024 /PRNewswire/ -- Dell Technologies (NYSE: DELL) will introduce the broadest portfolio of commercial AI laptops and mobile workstations designed to bring organizations and employee productivity into the AI era.



"The next generation of PCs is emerging at a pivotal time – with upcoming refresh cycles and new capabilities on the PC creating the perfect storm," said Patrick Moorhead, founder and CEO of Moor Insights & Strategy. "Dell's commercial AI PCs and workstations, coupled with its ecosystem of peripherals, software and services, offer an AI continuum designed to enhance the user experience today and set organizations up for success in the future."

"Every company that wants to remain competitive will have to implement AI in some way, and AI PCs will be central to that," said Sam Burd, president, Client Solutions Group, Dell Technologies. "From running complex AI workloads on workstations to using day-to-day AI-powered applications on laptops, the AI PC will be an important investment that pays dividends in productivity and paves the way to a smarter, more efficient future. Dell's advantage starts with offering more AI PCs across the commercial portfolio from day one, giving customers the ability to start future proofing for AI today."

**AI PCs for hybrid work**
The neural processing unit (NPU)–equipped AI PC will grow from nearly 50 million units in 2024 to more than 167 million in 2027, representing nearly 60% of all PC shipments worldwide.[2] The NPU adds an AI acceleration engine that can take on more dedicated AI tasks, freeing up the CPU and GPU to do other things. This creates a more responsive experience and enhances performance, security, battery life and productivity.

Dell provides the world's [most intelligent](#), manageable and secure commercial PCs.[3] With a new line-up of Latitude laptops and Precision mobile workstations, Dell will offer customers the broadest portfolio of commercial AI laptops and mobile workstations, from entry-level to ultra-premium laptops and workstation options. Powered by Intel Core Ultra processors with Intel vPro®, Dell commercial PCs drive AI workloads and unlock new levels of productivity and efficiencies. For example, employees can now:

- **Collaborate more effectively**. Combining the benefits of the NPU to offload capabilities like auto-framing, background blur and eye-tracking with the power efficiency of Intel Core Ultra processors, gives workers up to 38% more battery life and valuable working time in a day packed with Zoom calls.[4]
- **Create content faster.** By distributing AI processing across the CPU, GPU and now NPU, users can create generative AI images over five times faster with Stable Diffusion,[5] a text-to-image model.
- **Work more securely in a hybrid work environment.** More ISVs will continue to build applications for the AI PC. For example, Dell is working with Intel and CrowdStrike to offload security functions onto the device via the NPU. This provides

more comprehensive threat detection, helping customers swiftly detect malicious sites and security vulnerabilities with reduced latency compared to cloud-based solutions.

- **Stay in the flow of work.** The portfolio features Windows 11 and a Copilot key to make it even easier to get things done and stay in the flow of work. With the press of a key, you can have faster access to your everyday AI companion.

**AI-powered, automated services**

Building on years of industry leadership in proactive, predictive automation as well as expert advice and managed services, new Dell Services capabilities help customers:

- **Maximize PC uptime and improve productivity with new self-healing capabilities** through the ProSupport Suite for PCs. Customers who connect to Dell's SupportAssist technology can leverage telemetry and AI to fix PC issues without human intervention. This lets IT activate Dell-authored scripts to autonomously correct blue screen errors, thermal issues and more across their entire fleet of PCs.
- **Keep PC fleet refreshes on track and on budget** with Dell's managed services. When customers need new AI devices, Dell provides detailed planning, forecasting and supply chain management to enable timely, targeted multi-vendor device rollouts.
- **Adopt and maximize GenAI investments** with Digital Employee Experience Services for GenAI. These services equip employees with the tools and technology tailored for their diverse roles.

**Product spotlights**

- Dell's new Latitude portfolio includes the **Latitude 7350 Detachable**, the world's most collaborative commercial detachable,[6] giving professionals the freedom to work fully docked at the desk or on-the-go as a tablet or laptop. It features the best user-facing 8MP HDR camera amongst other detachables[7] for high-quality picture in challenging lighting conditions. The fully refreshed portfolio features updates across 5000, 7000 and 9000 series, including the **Latitude 7350/7450 Ultralights**, the world's lightest 13.3" and 14" premium commercial laptops.[8]
- Dell's new mobile and fixed Precision workstations meet the performance needs of power users, developers and beyond. As the global leader in workstations,[9] Precision provides the power to run complex AI workloads securely and cost effectively on the PC. Integrated into new **Precision mobile workstations** are the NVIDIA RTX™ 500 and 1000 Ada Generation Laptop GPUs, helping deliver the AI capabilities and enterprise reliability to work from anywhere, while the **Precision 3280 Compact Form Factor (CFF)** is a new space-saving form factor built for light AI development and creative applications.
- Dell's most intelligent headset portfolio in its class[10] includes five new headsets. The **Dell Premier Wireless ANC Headset (WL7024)** features AI-based noise canceling microphones that distinguishes human speech signals from background noises from both the user and their audience, and adjusts the level of noise cancellation based on the user's environment. The advanced smart sensor intelligently performs tasks like mute/unmute, pause/play as long as either earcup is lifted, while intuitive touch controls tailor the audio experience.

**Accelerating the circular economy**

As a leader in circular design, Dell addresses the full lifecycle – from increasing the use of recycled materials and minerals in products, to making devices easier to repair and responsibly recycle.

- The new Latitude devices are the world's first commercial PCs to use recycled cobalt in their batteries.[11]
- Inspired by Concept Luna, the Latitude 7350 Detachable is the world's most serviceable commercial detachable[12] featuring a serviceable display panel and making it easier to repair and prolonging its use.
- As organizations refresh their devices to optimize AI capabilities, Dell recovery and recycling services help customers properly retire their IT equipment to divert e-waste from landfills, keeping products and materials in circulation longer.

**Additional Dell news:**

- Dell Technologies announces new Latitude AI PCs
- The new Precision workstations are here
- AI technology makes self-healing PCs a reality
- Shift device refresh to a hardware lifecycle management leader
- Dell Technologies telecom solutions accelerate network cloud transformation
- Dell Technologies and Nokia announce strategic partnership to advance network cloud transformation and private 5G

**Availability**

- Latitude 7350 Detachable will be available in Q2.
- Precision 3280 Compact Form Factor (CFF) will be available on March 26.
- Precision mobile workstations will be available on March 12.
- Dell Premier Wireless ANC Headset (WL7024) will be available in China on March 29 and rest of world on April 14.

- ProSupport Suite for PCs with self-healing capabilities is available globally by the end of April.
- Digital Employee Experience Services for GenAI are available globally.
- Managed Services for device refresh are available in the US and EMEA on March 15.

**Additional resources**

- For assets, please visit the [press kit](#).
- Visit Dell at Mobile World Congress Barcelona 2024 at Booth 3M30 in Hall 3.
- Connect with Dell via [X](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

**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.

[1] Based on Dell internal analysis, February 2024. AI Commercial laptops and workstations defined as commercial laptops and mobile workstations with AMD 7040 series, AMD 8040 series, Intel Core Ultra series, M2 or M3 processors or with a designated NPU or AI Chip.

[2] IDC Worldwide Artificial Intelligence PC Forecast, 2023–2027 (Doc #US51747324), Jan 2024.

[3] Most secure: 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. Most intelligent: 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. Most manageable: 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.

[4] [Intel testing](#) on generic devices. Results may vary.

[5] [Intel testing](#) on generic devices. Results may vary.

[6] Additional purchase required for Collaboration experiences. Based on Dell analysis, October 2023.

[7] Based on internal analysis, October 2023. Applicable to Windows Detachable devices only.

[8] 7350: Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023. 7450: Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023.

[9] IDC Quarterly Workstation Tracker, Q4 2023.

[10] Based on Dell analysis, October 2023. Not applicable for WH1022 model. For more details [Visit here](#).

[11] Applies to the Latitude 7350 Detachable and the Latitude 7350 that uses the 57Whr battery. Based on internal analysis, February 2024.

[12] Based on internal analysis, October 2023.

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media_relations@dell.com