



**DELL**Technologies

# Unveiling AI-level productivity

Top reasons to upgrade your Dell PC

- 1** Built-in AI processor
- 2** AI-powered efficiency
- 3** Smarter workspace
- 4** Work confidently from anywhere

# 1 Harness the power of AI

with the world's most secure, and manageable commercial AI PCs<sup>1</sup>



## Turn your light bulb moments into studio-quality content

Create stunning, fully customizable designs and text 1.9x faster, anytime anywhere — even without internet connection using Cyberlink's Promeo AI Magic designer.<sup>2</sup>



## Break the language barrier with Live Captions

Instantly translate live or pre-recorded audio from 44 languages to English with automatic language detection. Communicate back and forth on video calls or live conversations, even when offline.



## Get more done, faster with complex AI models

Run AI models like llama, mistral, and phi-3 with up to 3x faster<sup>3</sup>, enabling faster data processing, quicker insights, and smarter decision-making.



## Stay secure and distinguish what's real from what's fake

Protect what you see and hear and browse freely knowing you're protected from deepfake scams and get alerted within seconds to stay ahead of misinformation while using up to 48% less power.<sup>4</sup>





# 2 Make everyday productivity more efficient

with Dell AI PCs

Experience unparalleled efficiency with AI-powered features.

AI PCs equipped with integrated Neural Processing Units (NPUs) are purpose-built for handling complex AI and machine learning tasks, ensuring they run seamlessly while consuming less power and optimizing overall performance. NPUs reduce strain on traditional processors, allowing systems to operate more efficiently.



## Maximize conversations, minimize power consumption

Collaborate more effectively without the distractions of lagging devices or power drains and use up to 42% less power for select enhanced collaboration workloads when using Dell Pro Notebooks.<sup>5</sup>



## Don't disrupt your creative workflow

Enjoy the freedom of up to 2.5x longer battery life with Cyberlink PowerDirector, enabling uninterrupted, smooth on-the-go editing for demanding tasks like video refinement and stunning visual creation.<sup>6</sup>





# 3 Do your job smarter and faster

with Dell's portfolio of monitors and PC accessories that amplify the AI PC experience



## World's best eye comfort<sup>7</sup> displays

AI workloads amplified with 5, 4, 3-star certified Eye Comfort Monitors improved ComfortView Plus eliminated 30% more low-blue light than any competitor on the market.<sup>8</sup>



## OS integration

Dell monitors and accessories are designed and tested to seamlessly integrate with the latest PC operating systems reducing setup time, and increasing uptime across the ecosystem.



## Everywhere efficiency

Wireless freedom, extended battery life, compact keyboards with instant access to Microsoft Copilot, and lightweight travel solutions designed for universal productivity that enable focused work in any environment.



## Smarter Collaboration

Select Dell audio and video tools enhance calls and presentations through Teams and Zoom certification and smart features such as AI auto-framing and AI-based noise cancellation.

# 4 Work confidently from anywhere

with the foundational security and privacy of Dell, Intel®, and Windows



## Protect your fleet with multiple layers of defense

Stay protected from evolving threats with the built-in defenses of the world's most secure commercial AI PCs<sup>1</sup>. Unique hardware telemetry integrations with AI-enabled cybersecurity software help combat advanced threats and improve long-term cyber resilience. Proactively detect and block attacks across the endpoints, networks, and cloud environments. All foundational to protecting your data.



## Maintain workspace privacy

Increase insights and efficiency while keeping business and personal data protected. Your content and search data will be protected within your firewalls and not be saved or used to train AI models.<sup>9</sup>



# 70%

attack surface reduction vs older PCs, according to Intel® and IOActive<sup>10</sup>

# 3.1x

fewer firmware attacks with Windows 11<sup>11</sup>



# Fast-track your AI journey

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

Our AI-ready devices and APEX solutions can help you:



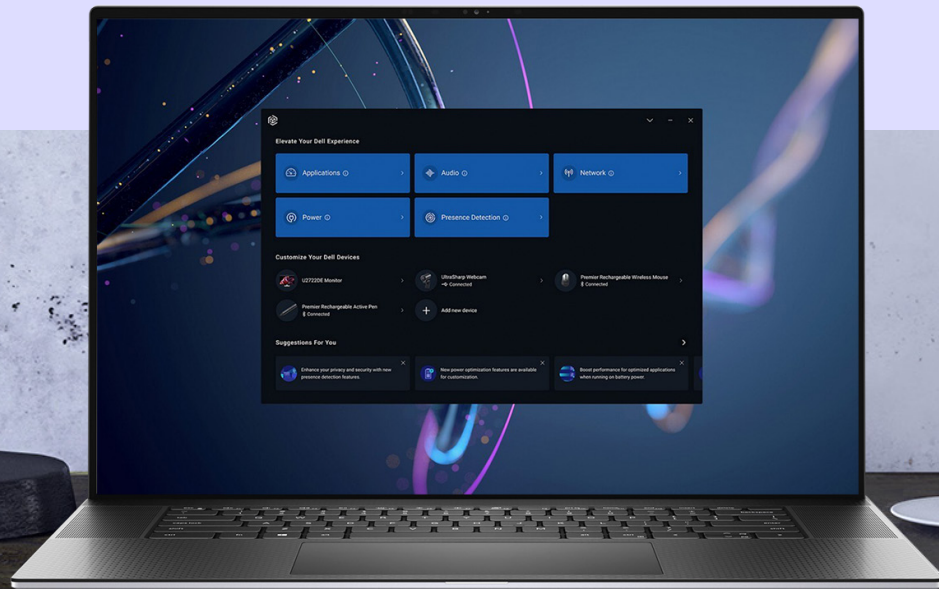
Save up to 30%  
on support costs<sup>12</sup>



Cut up to 50%  
help desk effort<sup>12</sup>

Discover how to  
effectively integrate AI  
into your business with  
Dell AI Client Solutions

Reach out to your  
Dell Sales Representative  
[www.Dell.com/ai](http://www.Dell.com/ai)



<sup>1</sup> Most secure is based on Dell internal analysis, October 2024. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Validated by Principled Technologies. A comparison of security features, April 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. Based on Dell internal analysis, April 2024.  
<sup>2</sup> Based on internal analysis and testing, November 2024. Cyberlinks Promeo AI Magic Designer running on devices with Intel® Core™ Ultra 200V series processors was compared to previous-generation Intel® Core™ Ultra processors.  
<sup>3</sup> Based on LLMWare testing, November 2024 on Dell devices with Intel® Core™ Ultra 200V series processor compared to devices with Intel® Core™ Ultra 200V series processors. Large Language Models include: llama, llama2, mistral, phi-3, and y-r1.  
<sup>4</sup> Based on internal analysis and testing, November 2024. McAfee's Deepfake Detector running on devices with Intel® Core™ Ultra 200V series processors was compared to previous-generation Intel® Core™ Ultra processors. Results may vary.  
<sup>5</sup> Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, September 2024. Select AI-enhanced collaboration features include, eye contact correction, standard blur, portrait blur, automatic framing, calls with audio only, virtual background running on devices with Intel® Core™ Ultra 200V series processor. Results may vary.  
<sup>6</sup> Based on internal analysis and testing, November 2024. Cyberlinks Power Director AI video editing features running on devices with Intel® Core™ Ultra 200V series processors with NPU hardware acceleration enabled compared to Intel® Core™ Ultra 200V series processors without NPU hardware acceleration enabled. Results may vary.  
<sup>7</sup> Based on internal analysis of 27" and 31" monitors with eye comfort features, October 2024.  
<sup>8</sup> Based on third-party research findings of TÜV Low Blue Light CAT 2 vs TÜV Low Blue Light CAT 3 Panel, July 2024.  
<sup>9</sup> Copilot with commercial data protection is turned on by default for eligible M365 users. It is available to any organization using Microsoft Entra ID at no additional cost.  
<sup>10</sup> Based on O'Quinn's Intel vPro 10th Gen Attack Surface Study published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 10th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at [www.intel.com/performance-vpro](http://www.intel.com/performance-vpro) [intel.com]. Results may vary.  
<sup>11</sup> Reduction in 3.1x in firmware attacks based on SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.  
<sup>12</sup> Based on a Forrester Total Economic Impact™ Study commissioned by Dell "The Total Economic Impact™ Of Dell's PC As A Service" November 2022. Results derived from customer interviews and survey data.