



DELL Technologies

Unveiling AI-level productivity

Top reasons to upgrade your Dell PC

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

1 Harness the power of AI

with the world's most intelligent¹, secure², and manageable³ commercial PCs with a built-in AI processor.



Maximize conversations, minimize power consumption

Experience up to 38% less power usage for AI-enhanced collaboration on Zoom calls⁴



Power through your data analysis

Achieve 14% faster data analysis and report generation using MATLAB- a powerful programming and numeric computing platform widely utilized by engineers and scientists for data analysis, algorithm development, and model creation⁵



Bring your creative vision to life

Turn your light bulb moments into reality with AI video editing performance 2.3x faster with Adobe Premiere Pro Beta⁶



Enable Comprehensive Security

Enhance the security of your device with CrowdStrike, effectively detecting malware while utilizing less than 1% of CPU resources⁷



2 Enable AI-powered efficiency

with an AI companion on the world's most intelligent PCs¹.



Centralized AI assistance

Copilot in Windows⁸ uses AI to suggest the best ways to complete tasks and help get things done with fewer clicks so you can focus on innovation and meaningful work.



Personalized PC performance

Enjoy the latest features from Dell Optimizer, our built-in AI based optimization software that learns and responds to how you work, all while leveraging built-in technologies from Intel.



AI Voice Access

Tech accessibility is at a new level with Voice Access from Windows 11, which allows you to sign in with your voice. Windows Hello for Business now enables IT admins to enforce passwordless authentication by removing the password sign-in option on devices.



AI-powered Snipping Tool and Photos

Remove unwanted objects easily from screenshots and images through AI-powered object removal.



3 Collaborate smarter, not harder with AI-driven conferencing.



Convenient controls at your fingertips

Ease into your meetings with this exclusive feature from Dell – the collaboration touchpad⁹ allows easy access to Zoom and Microsoft Teams¹⁰ features such as screen sharing, chat, camera, and microphone settings.



Voice quality monitoring

Get alerts when your voice quality is poor and when others may have a hard time hearing you on select PCs



Hear and be heard

Intelligent Audio from Dell Optimizer and supported by Intel[®] technology, senses your surroundings and enhances the conferencing experience by reducing background noise for you and all call participants.



AI-eye tracking and auto-framing

Have more engaging, efficient meetings with Windows Studio Effects. Stay centered with video auto-framing and maintain eye contact even if you're reading from your notes.

4 Work confidently from everywhere

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



Protect your fleet with built-on security

Stay protected from evolving threats with the built-in defenses of the world's most secure commercial PCs². 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.¹¹



70%

attack surface reduction
vs older PCs, according
to Intel® and IOActive¹²

3.1x

fewer firmware attacks
with Windows 11¹³

Fast-track your AI journey

with Dell APEX PC-as-a-Service

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



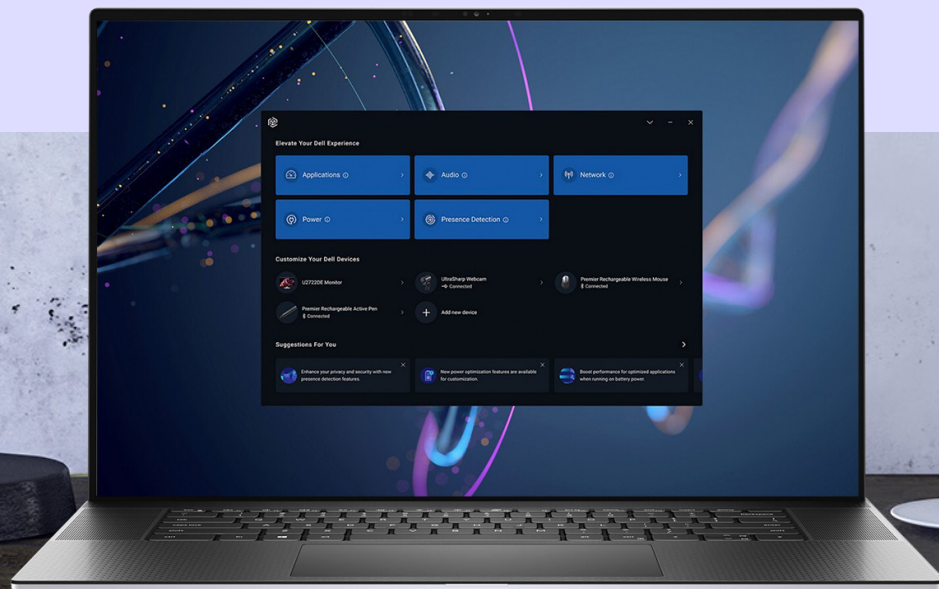
Save up to 30%
on support costs¹⁴



Cut up to 50%
help desk effort¹⁴

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



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 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, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features

⁴ Up to 38% less power when running AI-enhanced collaboration features like Zoom. Specific to Zoom. Based on Intel testing and external claims. Results may vary.

⁵ Based on Intel testing, January 2024. Compares performance of 9450 using MTL processor to 9440 using RPL processor. Results may vary.

⁶ Based on third party analysis from Intel testing and external claims. Specific to Adobe Premier Pro Beta. Results may vary.

⁷ <1% CPU usage when running on-device AI based security like CrowdStrike. Based on Intel and CrowdStrike testing. Results may vary.

⁸ Copilot in Windows is available in preview only and will gradually roll out over the coming months. Copilot in Windows will be available in global markets, including the UK. To learn more, click here. Copilot is NOT available to market in European Economic Area and China. 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.

⁹ Microsoft Teams compatibility with the Collaboration Touchpad requires download of Dell Optimizer version 4.1.3 and Microsoft Teams for Work or School version.

¹⁰ 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.

¹¹ Based on iOActive's 'Intel vPro 13th Gen Attack Surface Study' published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at www.intel.com/performance-vpro [intel.com]. Results may vary.

¹² Reduction in 3.1x in firmware attacks based on 3M6 Windows 11 Survey Report. Techshare, February 2022. Windows 11 results are in comparison with Windows 10 devices.

¹³ Based on a Forrester Total Economic Impact Study commissioned by Dell 'The Total Economic Impact Of Dell's PC As A Service' September 2023. Results derived from customer interviews and survey data.