

**DELL**Technologies

# Media & Entertainment

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Stay In Your Creative Zone.



# MEDIA AND ENTERTAINMENT USE CASES

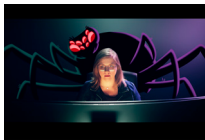
Dell provides dependable, professional grade tools that are essential to creating and delivering exceptional projects on schedule.



## Editor

Experience scalable technology designed to expand or contract with your complex projects.

PAGE 03



## Animator

Deliver breathtaking drawing and vector graphics that captivate your audience.

PAGE 04



## Visual effects artist

Tackle photorealistic and complicated visual effects, even in VR, with amazingly fast systems.

PAGE 05



## Graphic designer

Discover the ultimate power and performance for the creation process, that puts you back in the driver's seat.

PAGE 06



## Media house executive

Oversee the operations and management of the media company.

PAGE 07

# Editor

Keep post-production work in house with scalable technology designed to expand or contract with project complexity and schedules.



## Massive editing power

A Dell Precision 7960 Tower workstation will provide ultimate scalability and performance for video and audio applications from Adobe®, Avid®, Blackmagic Design, Autodesk and more. From Dell, editors get a comprehensive hardware solution that allows for taking full advantage of the software package's features.

Master local and offline rendering, visual effects and final finishing with speed and accuracy.

## Solution recommendations for video editing

- A** Dell Precision 7960 Tower
- B** Dell UltraSharp 32 HDR PremierColor Monitor - UP3221Q
- C** Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W
- D** X-Rite Colorimeter i1Display Pro
- E** Dell Slim Soundbar - SB521A

## Solution recommendations for audio editing

- F** Dell Precision 5680
- G** Dell Premier Wireless ANC Headset - WL7022\*
- H** Dell Thunderbolt™ Dock - WD22TB4S\*

\* Not pictured



# Animator

Meet accelerated deadlines with incredible detail and quality.



## Work at the speed of your creativity

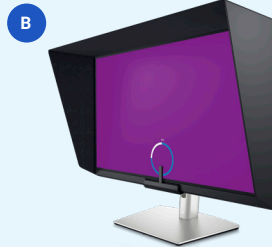
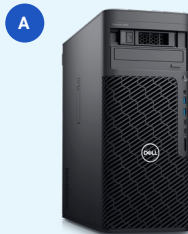
Animate in style with the latest professional technology from Dell. Driven by the power of a Dell Precision 5860 Tower workstation, your animation software zooms. Bring your animation to life with a powerful solution that will actually keep up with your creative mind. Great for animation software from Adobe®, Autodesk and MAXON.

Obtain maximum performance and reliability for complex visual effects that captivate even the most discerning viewer.

## Solution recommendations

- A** Dell Precision 5860 Tower
- B** Dell UltraSharp 32 HDR PremierColor Monitor - UP3221Q
- C** Dell UltraSharp Webcam - WB7022
- D** HTC Vive Pro2 †
- E** Dell Premier Multi-Device Wireless Keyboard and Mouse – KM7321W

\* Not pictured  
† Not available in all countries



# Visual effects

Tackle complex visual effects, including VR, with ultimate power and performance.



## Creativity made real

Efficiently combine existing footage with computer generated imagery to create realistic scenes with a solution featuring the Dell Precision 7875 Tower workstation. Combine with a Dell UltraSharp monitor and accessories to experience amazing color accuracy with software such as Autodesk® Flame and The Foundry's Nuke™.

Enjoy smooth rendering of the highest quality, even under short deadlines.

## Solution recommendations

- A Dell Precision 7875 Tower
- E Dell Premier Wireless ANC Headset - WL7022
- B Dell UltraSharp 27 4K USB-C Hub Monitor - U2723QE
- F Dell UltraSharp Webcam - WB7022\*
- C Dell Dual Monitor Arm - MDA20\*
- G X-Rite Colorimeter i1Display Pro
- D Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W

\* Not pictured



# Graphic designer

Stay inspired with technology designed to let you create and collaborate anywhere.



## Design your creative visions

An artist does their best work when their inspiration is the highlight. The Dell Precision 5680 mobile workstation is designed the way an artist would design it. Not only does it look amazing, but you will too while showing your best work to clients.

While the Precision 5680 is great for artists on the go, having a docking station connected to a Dell UltraSharp PremierColor monitor, along with a colorimeter ensures color accuracy and the tools that provide for efficiencies while working at the desk.

Deliver faster time to market, while proving for more flexibility in the design schedule for iterations.

## Solution recommendations

- A** Dell Precision 5680
- B** Dell UltraSharp 32 6K USB-C HUB Monitor - U3224KB
- C** Wacom Cintiq Pro 24 Creative Pen Display Touch - DTH-2420\*
- D** Dell Performance Dock - WD19DCS
- E** Dell Premier Multi-Device Wireless Keyboard and Mouse - KM7321W
- F** Dell Pro Wireless Headset - WL5022\*
- G** Dell EcoLoop Pro Briefcase - CC5623
- H** Dell Speakerphone - SP3022

\* Not pictured  
† Not available in all countries



# Media House Executive

Manage the media company from in-house or on the go.



## Design your creative visions

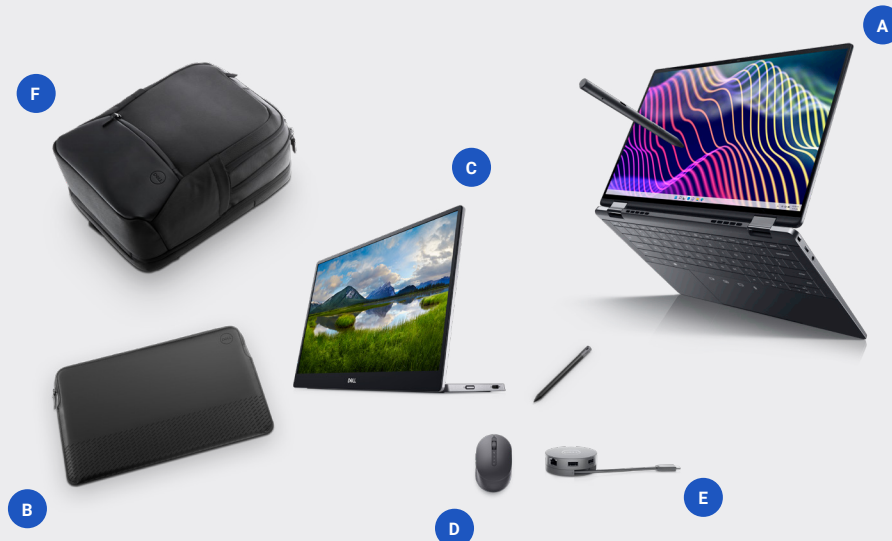
The Latitude 9440 is an ultra-premium 2-in-1 that redefines collaboration for media executives. Your device is meticulously crafted using a high-precision CNC machining process with a stunning graphite color and diamond-cut edges that complete the elegant look. The world's smallest commercial PC, your device is easy to take with you everywhere and features a roomy screen with plenty of room for productivity thanks to a 16:10 aspect ratio.

Convenient Zoom conferencing controls are at your fingertips with the world's first Haptic Collaboration Touchpad. Also featuring customizable haptic feedback that you can hear and feel, the Latitude 9440 2-in-1 brings an ultra-premium experience to your work. The world's first commercial PC with a Zero-Lattice Keyboard features both a comfortable and efficient typing experience, as well as an ultra-premium aesthetic. Mini-LED backlit technology reduces the keyboard's power usage by up to 75% and extends battery life by up to three hours, so you can stay productive whether you're collaborating in the office or meeting with clients on the go. Stay connected to your team and clients on the world's most collaborative commercial PC\*.

\* Not pictured

## Solution recommendations

- A** Latitude 9440 2-in-1
- B** Dell EcoLoop Leather Sleeve 14
- C** Dell 14 Portable Monitor - C1422H
- D** Dell Premier Rechargeable Wireless Mouse - MS7421W
- E** Dell 7-in-1 USB-C Multiport Adapter - DA310
- F** Dell Pro Backpack



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1 Battery Life: Latitude 7400 2-in-1 tested with Intel i5-8265U, 8GB RAM, 128GB PCIe SSD, WLAN/WWAN, FHD Touch and 78 Whr battery, using the Mobile Mark 2014 battery life benchmark test, available at <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, usage, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

\* World's only 16:10 14" ultra-premium business PC - Based on Dell analysis, December 2020. World's most intelligent PCs - Based on Dell analysis, October 2020.

\*\* Industry's first automatic webcam SafeShutter that automatically opens & closes - Based on Dell analysis, November 2020.

\*\*\* Mobile Broadband Subject to service provider's broadband subscription and coverage area; additional charges apply.