DELL LATITUDE 9000 SERIES GOES HEAD-TO-HEAD WITH APPLE MACBOOK PRO

Innovation meets ultra-premium design
THE DELL LATITUDE FAMILY

Why choose Dell Latitude

Work wherever and however you need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity.

Stay connected with industry’s fastest wireless and LTE options, intelligent collaboration and privacy features, and a broad array of port and accessories to set up office anywhere.

Featuring Dell Optimizer AI with Express features and Safe security solutions, Latitude continues to innovate as the world’s most intelligent and secure commercial PCs.

See important information on page 23.
WHY CHOOSE DELL LATITUDE 9000 SERIES
Intelligence meets innovation

WORK YOUR CONNECTIONS
Get the fastest download speeds and the quickest, most reliable connections – even in crowded spaces – with Wi-Fi 6E and 5G.

OWN EVERY VIDEO CALL
Say goodbye to background noises and hello to a better on-screen image with the 9000 series new camera and intelligent audio.

RETAIN AN AIR OF MYSTERY
SafeShutter automatically opens and closes your camera for conference calls, so your private life stays private.

LOOK THE PART
Our smallest, ultra-premium laptops are crafted from machined aluminum – making them heavy on style and light on weight.

SLAY PRODUCTIVITY
Bigger screen, boosted power. All so you can get more done, faster. Another bonus, ComfortView Plus low blue light is built-in and just works, so you don’t have to mess with settings and your eyes don’t feel fatigued.

PERSONALIZED PERFORMANCE
Dell Optimizer adapts to the way you work for improved app performance and battery run time, enhanced audio, optimal network connectivity, and faster sign-in. Personalized performance that is as unique as you are.

CONTROL THE NARRATIVE
When it comes to security, you’ll never break a sweat knowing you have complete control with camera disable (F9) and mic mute (F4) keys to override software settings and keep nearby prying eyes (and ears) out.

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Hear every detail in your meetings and your music with hi-fidelity sound emanating from top and bottom firing speakers and a smart amplifier.

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DELL OPTIMIZER.  
Technology that adapts as fast as you do.

Transform your remote work experience with Dell Optimizer, the only built-in, AI-based optimization software that learns and responds to the way you work.6

<table>
<thead>
<tr>
<th>Dell Optimizer features</th>
<th>Latitude 9000 Series</th>
<th>MacBook Pro</th>
<th>Why it matters</th>
</tr>
</thead>
<tbody>
<tr>
<td>ExpressConnect®</td>
<td>✓</td>
<td>✗</td>
<td>ExpressConnect delivers better connectivity by intelligently identifying the best network access points as you move from place to place. It also allows users to prioritize bandwidth for VoIP applications. Improvements: 3x less buffering and 8x better video quality due to optimized internet bandwidth, 20% more data transfer from optimized networking and 50% faster application data processing.7</td>
</tr>
<tr>
<td>Intelligent Audio</td>
<td>✓</td>
<td>✓</td>
<td>Intelligent Audio enhances your audio based on your work environment – whether you’re listening to music, recording a podcast, or on a conference call. It detects your voice and stabilizes your PC’s volume for an enhanced conferencing experience. Our intelligent noise elimination technology detects and eliminates non-human sounds such as dogs or doorbells that occur when you’re not talking, giving users the confidence to stay off mute and engage in the meeting.</td>
</tr>
<tr>
<td>ExpressResponse®</td>
<td>✓</td>
<td>✗</td>
<td>ExpressResponse with Intel® Adaptix™ Technology, uses built-in AI to manage the speed and performance of your favorite applications. Users can select up to 5 frequently used applications to optimize. ExpressResponse boosts application launch times, improves performance and lets you switch between them seamlessly.</td>
</tr>
<tr>
<td>ExpressCharge®</td>
<td>✓</td>
<td>✗</td>
<td>Avoid the stress of last-minute power disruptions with ExpressCharge. This feature analyzes your power usage habits to improve your PC’s battery utilization. Based on your behavior, charge your PC up to 80% in 40 minutes.8</td>
</tr>
<tr>
<td>ExpressSign-in 2.0</td>
<td>✓</td>
<td>✗</td>
<td>Get to work faster than ever on the world’s first business PC with Intel® Visual Sensing Technology. It detects your presence to instantly wake and log you in via the IR camera and Windows Hello™, all without lifting a finger. It locks when you walk away, so your work stays safe.</td>
</tr>
</tbody>
</table>

Features of MacBook Pro based on publicly available information for [configurations/specifications], July 2021.

See important information on page 23.
The Latitude 9420 features CNC machined aluminum with a hairline finish and diamond cut edges that are stunning in any setting. This incredibly beautiful design is ready for business.
Enhanced Camera
Intel® E-PU provides a 720p HD camera with Auto White Balance and Temporal Noise Reduction (TNR) for cleaner video quality.

The industry's first webcam SafeShutter™ automatically opens and closes, or take control with secure camera and mic mute keys.

ExpressSign-in 2.0™
Used the camera/sensor to sense your presence for a touchless, type-less, quicker sign-in with Windows Hello™ facial recognition.

14" Display, 91.55% Screen to Body Ratio
11% bigger screen in a 3% bigger chassis, Almost borderless display

QHD+ (2560x1600) Resolution
Same pixel count as Apple's "Retina" display

Corning® Gorilla Glass® 6 DX
Anti-Reflective, Anti-Smudge Screen

Mobile Broadband
5G & 4G options

Display with 500 Nits Brightness
16:9 Aspect Ratio

Always-On, Built-In, Low Blue Light Display
Through ComfortView Plus that maintains color accuracy while reducing harmful blue light

Touchscreen and 2-in-1 Options

13.3" Display, Screen to Body Ratio: 79.6%
Smaller screen; Larger border

Retina (2560x1600) Display
Same pixel count as 9420, 16:10 Aspect Ratio,

No Anti-Reflective or Anti-Smudge Screen

No Mobile Broadband
Wi-Fi (WLAN) only

Display with 500 Nits Brightness
16:10 Aspect Ratio

No Hardware-Based Low Blue Light
True Tone Technology Software

No Touchscreen or 2-in-1 Options

Features of MacBook Pro based on publicly available information for [configurations/specifications], July 2021.
## How It Connects

### Latitude 9420 vs. MacBook Pro 13 (M1)

<table>
<thead>
<tr>
<th></th>
<th>Dell</th>
<th>Apple</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Thunderbolt™ 4 (USB-C) (Power Delivery Display Port)</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>Thunderbolt™ 3 (USB-4) (Power Delivery Display Port)</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>USB 3.2 Gen 1 (With Power Share)</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>HDMI 2.0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>USD 4.0 Reader + USIM Card Slot (WWAN Only) + Smart Card Reader (Optional)</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>Audio Combo Jack</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>Wedge-Shaped Lock Slot</td>
<td>0</td>
</tr>
</tbody>
</table>

MacBook Pro 13 has no HDMI, USB-A, Smart Card Reader or Lock Slot.*

The Apple M1 chip can support limited external displays even when using a Thunderbolt™ dock. The Latitude 9420 can connect to as many as 3 4k monitors.

*Available with an adapter sold separately.

Features of MacBook Pro based on publicly available information for [configurations/specifications], July 2021. See important information on page 23.

Features of Latitude 9420 based on publicly available information.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Latitude 9420</th>
<th>MacBook Pro 13 (M1)</th>
<th>Why it matters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen size</td>
<td>14.0”</td>
<td>13.3”</td>
<td>Choose the best screen size that fits your needs. Larger screens are tied to increased worker productivity.</td>
</tr>
<tr>
<td>Weight‡</td>
<td>2.8lbs / 1.3kg</td>
<td>3lbs / 1.4kg</td>
<td>With a larger display, Latitude 9420 is a lightweight laptop, making it easier to carry. Latitude 9420 is only .2” wider and lighter than MacBook Pro 13.</td>
</tr>
<tr>
<td>16:10 Aspect Ratio</td>
<td></td>
<td></td>
<td>Aspect Ratio in a display describes the correlation between the Width (X) and Height (Y) of the display. With 16:10 aspect ratio, you gain 5% more viewing area with a taller screen vs. 16:9 aspect ratio.</td>
</tr>
<tr>
<td>Touch Laptop and 2-in-1 option</td>
<td></td>
<td></td>
<td>With Latitude 9420 you get to choose a traditional laptop or a convertible 3-in-1 laptop which can rotate 360-degrees into tablet mode, tent mode, or back to laptop mode.</td>
</tr>
<tr>
<td>Performance: 11th Generation Intel® Core™ i5 or i7 Processor Options⁷</td>
<td></td>
<td>Apple M1</td>
<td>Latitude 9420 offers latest Intel® 11th generation U-series and up to 20W TDP for ultimate performance which is 66% more CPU power over gen. Apple MacBook Pro 13 offers new Apple silicon M1 processor.</td>
</tr>
<tr>
<td>Up to 32GB Memory</td>
<td></td>
<td></td>
<td>MacBook Pro 13 (M1) offers up to 8GB Memory.</td>
</tr>
<tr>
<td>CNC Aluminum finish</td>
<td></td>
<td></td>
<td>The CNC in CNC machining stands for computer numerical control, and it’s a way to take full advantage of the efficiency of machining through automation.</td>
</tr>
<tr>
<td>Mobile broadband 5G &amp; 4G LTE Cat 16⁸</td>
<td></td>
<td></td>
<td>Mobile Broadband enables workers to stay productive virtually anywhere.</td>
</tr>
<tr>
<td>Wi-Fi 6E</td>
<td></td>
<td></td>
<td>Wi-Fi 6E allows for quadruple the bandwidth vs. Wi-Fi 6, which reduces congestion and means devices and routers will have a better chance to deliver their maximum speeds. MacBook Pro 13 (M1) has WiFi 6.</td>
</tr>
<tr>
<td>SafeShutter</td>
<td></td>
<td></td>
<td>SafeShutter is the Industry’s first automatic security webcam that knows when to automatically open or close by syncing to your video conferencing applications (if you give it permission) with security-hardened, hardware-controlled circuit that is tied to the F4 and F9 keys. When you press a key, you can instantly turn the camera on or off, or hardware mute or un-mute your mic. No fumbling and losing precious time to turn off your video through the conferencing software should the unexpected occur.</td>
</tr>
<tr>
<td>Enhanced HD Camera</td>
<td></td>
<td></td>
<td>Latitude 9420 has an Intel® PUE Camera is HD with Auto White Balance, Wide Dynamic Range and Dell’s Temporal Noise Reduction (TNR) for cleaner video quality. Apple has HD camera with advanced ISP to improve the image quality.</td>
</tr>
<tr>
<td>ExpressSign-in 2.0</td>
<td></td>
<td></td>
<td>ExpressSign-in 2.0 enables your camera to sense when a user approaches and wake the PC, and automatically locks the PC when the user walks away. With an IR camera, it also enables secure, password-less sign-in.</td>
</tr>
<tr>
<td>Built-in low blue light display</td>
<td></td>
<td></td>
<td>Avoid potential harm from blue light emitting from screens with Dell’s low blue light panels branded ComfortView Plus, which is TUV certified, built-in, always-on, and virtually unnoticeable — that’s how well color accuracy is maintained.</td>
</tr>
<tr>
<td>2560 x 1600 resolution, 500 Nits display option</td>
<td></td>
<td></td>
<td>Latitude 9420 offers 2 HD options. MacBook Pro claims up to 20 hours of Apple TV app playback (M1 version). MobileMark 18 testing tools at well browsing, photo productivity and creativity applications like Microsoft Office &amp; Adobe Creative Cloud that office workers are likely to use.</td>
</tr>
<tr>
<td>Over 90% screen-to-body ratio</td>
<td></td>
<td></td>
<td>Screen-to-body is a percentage of how much surface the screen represents compared to its body (or entire hinge-up). The larger the percentage, the more screen real estate there is compared to the bezels and other coverings.</td>
</tr>
<tr>
<td>InfinityEdge borders</td>
<td></td>
<td></td>
<td>A Dell branded type of display where the bezels are narrowed, cameras miniaturized, the drive electronics and connectors are moved to the bottom, allowing the sides of the screen to go all the way to the edge, providing for an almost borderless display look.</td>
</tr>
<tr>
<td>Top firing Speakers, noise canceling mics</td>
<td></td>
<td></td>
<td>System speakers on the palmrest that are strategically placed for a more premium sound experience.</td>
</tr>
<tr>
<td>Over 15 hours battery life⁹</td>
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<td></td>
<td>Latitude 9420 offers over 15 hours of battery life (MobileMark 18 tested). MacBook Pro claims up to 20 hours of Apple TV app playback (M1 version). MobileMark 18 testing tools at well browsing, photo productivity and creativity applications like Microsoft Office &amp; Adobe Creative Cloud that office workers are likely to use.</td>
</tr>
<tr>
<td>Faster battery charging (ExpressCharge⁶)</td>
<td></td>
<td></td>
<td>ExpressCharge 2.0 is available only on Latitude 9000 Series, it can get your battery from 0% up to 80% in under 40 minutes.</td>
</tr>
</tbody>
</table>
Stunning from the start—our most premium Latitude ever is meticulously crafted with CNC aluminum, with diamond-cut edges and a hair-line brushed finish. Only Dell offers a 2-in-1 configuration.
This long running business PC is the world’s most intelligent ultra-premium 15.0” PC in the size of a 14”.\[32\]

### Higher Resolution Option with Low Blue Light Display
- 16:9 UHD, 4K (3840x2160) (more pixels than Retina display)
- with ComfortView plus Low Blue Light

### Screen to Body Ratio: 90.38%
- Almost borderless display

### Corning® Gorilla® Glass 6 DX\[29\]
- Anti-Reflection, Anti-Smudge Screen

### Faster Wireless Connectivity
- Intel® Wi-Fi 6 (Gig+) delivers nearly 3x faster speeds and next-gen security to PCs and wireless networks\[30\]

### Display with 500 Nits Brightness
- 16:9 aspect ratio & sRGB 100% color gamut

### Touchscreen and 2-in-1 Options
- More Powerful and Latest Processor
  - 11th Generation Intel Core™ Processors up to i7-1185G7 vPro, 12M cache, up to 4.8GHz, 4 cores

### ExpressSign-in 2.0\[28\]
- Uses the camera/sensor to sense your presence for a touchless, type-less, quicker sign-in with Windows Hello™ facial recognition

### SafeShutter\[27\]
- Webcam shutter that knows when to automatically open or close by syncing to your video conferencing applications

### 720p FaceTime HD camera
- No Camera Shutter or Facial Recognition
- Must type a password, no FaceID enabled

### Lower Resolution and No Blue Light Filtering
- Retina display (3072x1920) with IPS technology
- Screen To Body Ratio: 86.9%
- Thicker and smaller screen to body ratio
- No Anti-Reflective or Anti-Smudge Screen
- Slower Wireless Connectivity
- Wi-Fi 5 Only
- Display with 500 Nits Brightness
  - 16:10 aspect ratio & P3 color gamut
- No Touchscreen or 2-in-1 Options
- Less Powerful Processor
  - Intel 9th Gen up to i9-9880H processor, 16 MB cache, up to 5GHz, 8 cores

### Footprint
- Dell Latitude 9520:
  - Height: 0.36 inch (1.40 cm)
  - Width: 13.39 inches (34.02 cm)
  - Depth: 8.49 inches (21.58 cm)
- Apple MacBook Pro 16:
  - Height: 0.64 inch (1.62 cm)
  - Width: 14.09 inches (35.79 cm)
  - Depth: 0.36 inches (9.68 cm)

### Features vary by laptop or 2-in-1 configuration
- See important information on page 23

### Features of MacBook Pro based on publicly available information for [configurations/specifications], July 2021.
<table>
<thead>
<tr>
<th>HOW IT CONNECTS</th>
<th>Latitude 9520</th>
<th>vs. MacBook Pro 16</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>DELL</td>
<td>APPLE</td>
</tr>
<tr>
<td>2</td>
<td>THUNDERBOLT™ 4 (USB-C) (POWER DELIVERY DISPLAY PORT)</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>THUNDERBOLT™ 3 (USB-C) (POWER DELIVERY DISPLAY PORT)</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>USB 3.2 GEN 1 (WITH POWER SHARED)</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>HDMI 2.0</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>USB 4.0 READER + USIM CARD SLOT (WWAN ONLY) + SMART CARD READER (OPTIONAL)</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>AUDIO COMBO JACK</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>WEDGE-SHAPED LOCK SLOT</td>
<td>0</td>
</tr>
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Features of MacBook Pro based on publicly available information (as of configurations/specifications, July 2021). See important information on page 23.
### Feature Comparison: Latitude 9520 vs. MacBook Pro 16

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<td><strong>Screen size</strong></td>
<td>15.0&quot;</td>
<td>16.0&quot;</td>
<td>Choose the best screen size that fits your needs. Consider that the smaller the screen size, the lighter the laptop.</td>
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<td><strong>Weight</strong></td>
<td>3.1lbs./1.4kg</td>
<td>4.3lbs./2.0kg</td>
<td>With a larger display, Latitude 9520 is a lightweight laptop. Latitude 9520 is only 13.39&quot; in width and is lighter than MacBook Pro 16.</td>
</tr>
<tr>
<td><strong>Touch laptop and 2-in-1 option</strong></td>
<td>Non-touch Laptop only</td>
<td>Up to Intel® 10th generation i9 processors (H-Series)¹⁰</td>
<td>This mean that those devices can be purchased as either a traditional laptop or a convertible 2-in-1 laptop which can rotate 360-degrees into tablet mode, tent mode, or back to laptop mode.</td>
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<tr>
<td><strong>Performance: 11th Generation Intel® Core™ i5 or i7 vPro processor options (Intel Core U-Series)¹²</strong></td>
<td>Latitude 9520 offers latest Intel core™ 11th generation U-series processors. MacBook Pro offers 9th generation Intel Core H-Series processors.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CNC Aluminum finish</strong></td>
<td></td>
<td></td>
<td>The CNC in CNC machining stands for computer numerical control, and it's a way to take full advantage of the efficiency of machining through automation. Latitude 9000 Series has all-over CNC machined Aluminum with diamond cut edges while MacBook Pro 16 offers Silver or Space Gray.</td>
</tr>
<tr>
<td><strong>Mobile broadband 5G &amp; 4G LTE Cat 96</strong></td>
<td></td>
<td></td>
<td>If you need built-in mobile broadband, Latitude 9000 Series offers 5G and 4G options. Features not available with MacBook Pro 16.</td>
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<td><strong>Wi-Fi 6</strong></td>
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<td>Intel® Wi-Fi 6 (Gig+) delivers nearly 3x faster speeds and next-gen security to PCs and wireless networks.²⁴</td>
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<td><strong>SafeShutter® Automatic webcam shutter</strong></td>
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<td>Get to work fast with our PC proximity sensor enabled by Intel® Context Sensing Technology that detects your presence to instantly wake and log you in via the IR camera and Windows Hello™, all without lifting a finger. It looks when you walk away, so your work stays safer. Apple does not offer any facial recognition sign-in on MacBook Pros.</td>
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<td><strong>Built-in low blue light display</strong></td>
<td>Avoid potential harm from blue light emitting from screens with Dell’s low blue light panels branded ComfortView Plus, which is TÜV certified, built-in, always-on, and virtually unnoticeable—that’s how well color accuracy is maintained.</td>
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</tr>
<tr>
<td><strong>UHD (3840x2160)/500 Nits display option</strong></td>
<td>Dell offers an option: W UHD display with 500 nits, which is a higher resolution than the 2560x1600 “Retina” display offered by Apple. Latitude 9520 also offers an FHD (1920x1080) option.</td>
<td></td>
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</tr>
<tr>
<td><strong>Over 90% screen-to-body ratio</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Over 15 hours battery life</strong> ³⁸</td>
<td>Latitude 9520 offers up to 18 hours and 49 minutes of battery life with MobileMark 18 testing. Latitude 9520 offers 2 battery options: 49Whr or 88Whr. MacBook Pro 16 offers 100Whr battery and claims up to 11 hours wireless web browsing and video playback battery life.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Faster battery charging (ExpressCharge)³⁹</strong></td>
<td>ExpressCharge 2.0 is available only on Latitude 9000 Series, it can get your battery from 0% up to 80% in under 40 minutes.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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¹² Customized configuration of Intel® Core™ i3, i5, and i7 processors. MacBook Pro offers 9th generation Intel Core H-Series processors.

²⁴ Customized configuration of Intel® Wi-Fi 6 (Gig+) includes 802.11ax features.

³⁸ Customized configuration of 18 hours battery life.

³⁹ Customized configuration of ExpressCharge 2.0. Availability of ExpressCharge 2.0 varies by model and region. 

²² Features of MacBook Pro based on publicly available information for [configurations/specifications], July 2021.
Claims have restrictions in certain countries and cannot be used. Dell vs. Unnamed Competitor claim cannot be used in: Russia, Taiwan, Vietnam, Chile, China, Hong Kong, Korea, Malaysia, South Africa, Ukraine, or Dell internal analysis, January 2021. Learn more at https://www.dell.com/endpo1ntsecurity.

Subject to service provider’s broadband subscription and coverage area; speeds may vary. Additional charges may apply. Contact your service provider for details.

Based on Dell internal analysis, November 2020. Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials. Based on testing performed by Dell Labs in June 2020, comparing performance with ExpressConnect enabled and disabled. Actual results may vary; testing results do not guarantee performance under test conditions. Subject to service provider’s broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

ExpressCharge 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 running productivity applications, March 2020. Improvement will vary based on product configuration, use, application and other factors. 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.

ExpressCharge must be enabled within Dell Power Manager software. System must be powered off or in hibernation mode for ExpressCharge feature to function. After charging has reached the stated capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter. Charging times may vary.

Based on a September 2020 analysis.

Based on Dell internal analysis, November 2020.

Based on Dell internal analysis, September 2020. Express Sign-In available on Latitude 9000, 7000 and 5000 series. See product details for availability.

QHD available on 2-in-1 only.

Option only available on 2-in-1.

Subject to service provider’s broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

Weights vary depending on configurations and manufacturing variability.

Offering may vary by country and by configuration.

Subject to service provider’s broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

Based on Dell internal analysis, November 2020.

Based on Dell internal analysis, September 2020. Express Sign-In available on Latitude 9000, 7000 and 5000 series. See product details for availability.


Features may vary based on configurations.


Based on Dell internal analysis, January 2021. Learn more at https://www.dell.com/endpo1ntsecurity.

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Based on a September 2020 analysis.

Based on Dell analysis, October 2020.

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