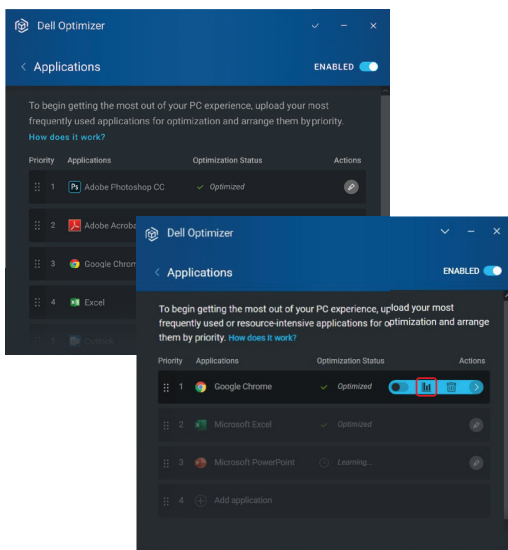


Innovations within the Latitude portfolio of products



THE WORLD'S MOST INTELLIGENT PCs FEATURING DELL OPTIMIZER¹

A new era of smart systems has begun. Dell Optimizer is the only built-in AI and machine learning software that responds to the way you work.

- **Get to work faster with ExpressSign-in**, the first PC proximity sensor enabled by Intel® Context Sensing Technology. It auto wakes and logs in via the IR camera + Windows Hello; it locks when you walk away, increasing security and preserving battery life.
- **ExpressResponse enhances the performance** of selected applications from 4% to 35%.² Built-in AI and Intel® Adaptix™ Technology work to improve favorite apps seamlessly in the background. Check performance gains in the interface to see how it improves your work.
- **Intelligent audio** lets you **hear and be heard better** on calls, reducing echoes and background noise, even when walking around.
- **Eliminate the stress of low battery.** Dell Optimizer analyzes your habits to improve battery utilization. It can **extend run time up to 13%**³ by regulating screen brightness, keyboard lights, Bluetooth and more. It knows if you need to plug in for a quick **ExpressCharge Boost⁴** providing 35% charge in about 20 minutes or up to 80% in an hour with ExpressCharge.⁵

STAY CONNECTED ANYWHERE

- Latitude devices **power on** just by opening the lid. **Modern standby** keeps Wi-Fi running in the background, so you're back to work quickly upon waking.
- **Intel® Wi-Fi 6 (Gig+) delivers nearly 3x faster speeds** for PCs and wireless networks.⁶
- **4G LTE and mobile broadband** are offered throughout the portfolio. Latitude 9510 is designed for **5G LTE**.⁷ The 5G antennas are deftly housed within the speakers so there's no compromise on being small *and* having the best connection. Our 5G option can provide up to **300% improvement** over 4G.⁸
- We offer up to **10th Gen Intel® Core™ vPro® processors, with Athena-verification on 9000 and 7000 products⁹** which provides performance, manageability, built-in security and stability of the Intel® vPro® Platform.
- Dell "Smart ADAPT" antennas are always aware, always adapting based on whether in laptop or other use modes. They provide a **stronger signal, ensuring users stay connected** and run at the **peak performance** needed for modern workloads and remote working.
- New **eSIM** technology automatically connects to mobile carriers while traveling without having to switch SIM cards.¹⁰ A backup SIM slot is also available.



Dell Latitude innovation



PC AS A SPEAKERPHONE

For up-leveled conferencing and collaboration, the Latitude 9510 has a **built-in speakerphone**.

- For the first time ever, we packed a **powerful amp** into this PC to improve low range vocals, thereby reducing distortion and echoes.
- High-quality **top firing speakers** make calls clearer and louder.
- A **quartet of microphones**, and Voice Over Internet Protocol (VOIP) **network prioritization** allow users to be heard with real life clarity.
- **Waves Maxx® Audio** finely tunes for an in-person conference experience.

DISPLAYS FOR PRODUCTIVITY & PRIVACY



- Introducing industry's **first 4K panel with integrated Low Blue Light** on a premium business PC¹¹ on Latitude 7410. Get 4K clarity along with **TÜV Rheinland® Low Blue Light certification** to help with eye comfort and productivity. Over 8 million pixels and 400 nits brightness helps users see extremely fine details and view more on the same size screen.
- As privacy becomes increasingly important, Latitude's **camera shutter** can protect your surroundings and IP.
- Dell's **SafeScreen** offers built-in protection with the touch of the F9 key. The innovative backlight solution preserves battery life and maintains color and contrast ratio, so you can see your work while others can't. In a HotTech study, our SafeScreen on 7400 was found to offer **36% longer** battery run time vs. Lenovo T490s and **30% longer** run time vs. HP EliteBook 840 G6. [See full report.](#)
- Plug in less with a Dell-pioneered **super low power panel** that's 50% more efficient¹² than a standard FHD panel, without compromising resolution, color, or brightness.
- **Corning® Gorilla® Glass DX** on the 9510 and our detachables provides up to **15X more scratch resistance** and is **2X less susceptible to cracks** than Gorilla® Glass 5.¹³

ADVANCED THERMAL SOLUTIONS TO KEEP YOUR PC COOL WHILE IT WORKS HARD

Our systems are getting thinner and more powerful, which creates more heat. We've prioritized cooling these small yet mighty machines.



- IT can now manage **thermals within the BIOS**. It's not tied to software, which saves on storage size, and allows IT to focus on other critical tasks.
- **Intel Mobility Boost®** automatically detects CPU workload to optimize and provide maximum performance while improving battery run time.
- The Latitude 9410 utilizes **Gore™ aerogel**, the same material used in NASA's stardust probe to insulate the thinnest spaces.
- Dell uses **liquid crystal polymer fans**, the same type of material used in bullet proof vests to maximize airflow, and **metal injection molded fans** provide extreme cooling on the 9410.
- The boundaries of system performance are pushed to the max with advanced **dual heat pipes** to further cool & quiet. On our 2-in-1s, **adaptive thermal response** intelligently detects micro shifts and adapts to the user's style (tent, laptop, tablet or closed) so systems stay cooler when needed.

INDUSTRY'S MOST SUSTAINABLE COMMERCIAL PC PORTFOLIO¹⁵

- Across new Latitude 9000, 7000, 5000 products, **waterborne paint** is used on 100% of painted parts; **ocean-bound plastic** (25%) and HDPE **recycled plastic** (75%) comprise our packaging trays.
- New 9000, 7000, and 5000 Series also attain **EPEAT Gold registration**. And our 3000 Series are **EPEAT Silver** registered.¹⁴

See important information on page 3



1 Based on Dell analysis, November 2019, using publicly available data.

ExpressResponse 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. ExpressSign-in: Available on Latitude 9000 and select 7000 series; Precision mobile workstations 7000 and select 5000 series. See product details for availability

2 Based on a March 2020 Dell testing using Sysmark 2018 benchmark running MS Word/Excel/Powerpoint and Adobe Photoshop/Lightroom in a Latitude 9510 equipped with Intel i5-10310U, 16GB RAM, Intel UHD GPU graphics and 512GB NVMe. Dell Optimizer ExpressResponse must be enabled in the Applications feature. DO learns how user uses the selected application(s) over several hours. Improvement will vary based on product configuration, use, application and other factors.

3 Based on testing conducted on Latitude 9510. 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

4 Must have an ExpressCharge Boost compatible battery and AC adapter. Within Dell Power Manager software, selecting either the Default mode of Adaptive Charge or ExpressCharge™ can recharge system battery from 0% up to 35% within 20 minutes when system is powered-off and battery temperature is between 16–45 degrees C. With ExpressCharge™ mode enabled, the system battery can then continue charging up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended

5 When used with Dell systems with ExpressCharge. Within Dell Power Manager software, selecting ExpressCharge™ can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.

6 Nearly 3X Faster: 802.11ax 2x2 160 MHz enables 2402 Mbps maximum theoretical data rates, ~3X (2.8X) faster than standard 802.11ac 2x2 80 MHz (867 Mbps) as documented in IEEE 802.11 wireless standard specifications, and require the use of similarly configured 802.11ax wireless network routers. WPA3 Wi-Fi Security Features: The Wi-Fi Alliance industry consortium will certify Wi-Fi 6 products for compliance with the IEEE 802.11ax standard, and will require WPA3 security certification as a pre-requisite to ensure the latest in Wi-Fi security features. WPA3 Simplified Passwords: WPA3 uses Simultaneous Authentication of Equals (SAE) to replace the Pre-Shared Key (PSK) exchange protocol used by WPA2. SAE more securely handles initial key exchange and uses forward secrecy, which makes it more resistant to offline decryption attacks and provides stronger password-based authentication. WPA3 Enhanced Protection: Additional network protection comes from the equivalent of 192-bit cryptographic strength across an 802.11ax network and is superior to the 128-bit AES encryption utilized with WPA2. Claim D is based on industry standard WPA3 certification which parameters are broadly available <https://www.wi-fi.org/discover-wi-fi/security>

7 5G LTE option on 2-in-1 coming in fall of 2020. Mobile Broadband/LTE: Subject to service provider's broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

8 Based on Dell internal analysis, May 2020, comparing max DL speeds on prior generation cellular radio (4G SDX20) supporting up to 1.0 Gbps vs 5G SDX55 supporting up to 4.0 Gbps. 5G network required. Actual speeds will vary depending on carrier network, users, location and other factors. Subject to service provider's subscription and coverage area. Additional charges will apply. Contact your service provider for details.

9 Based on Intel's design verification process, April 2020.

10 Mobile Broadband/LTE: Subject to service provider's broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

11 Based on Dell analysis, March 2020.

12 Based on Dell internal analysis, January 2018, comparing a Latitude 7490 with FHD SLP display vs. same system with FHD INX display.

13 Based on abrasion, reflectance and hardness compared to ARC/ETC coating. Tests performed by Corning, June 2019.

14 EPEAT Gold registered in the U.S. EPEAT registration varies by country. See www.epeat.net for registration status by country.

15 Based on the design, manufacture, packaging, product lifecycle maintenance and number of ecolabel registrations, including EPEAT Gold registrations for the Dell Precision, Latitude and OptiPlex portfolio as of May 2020.