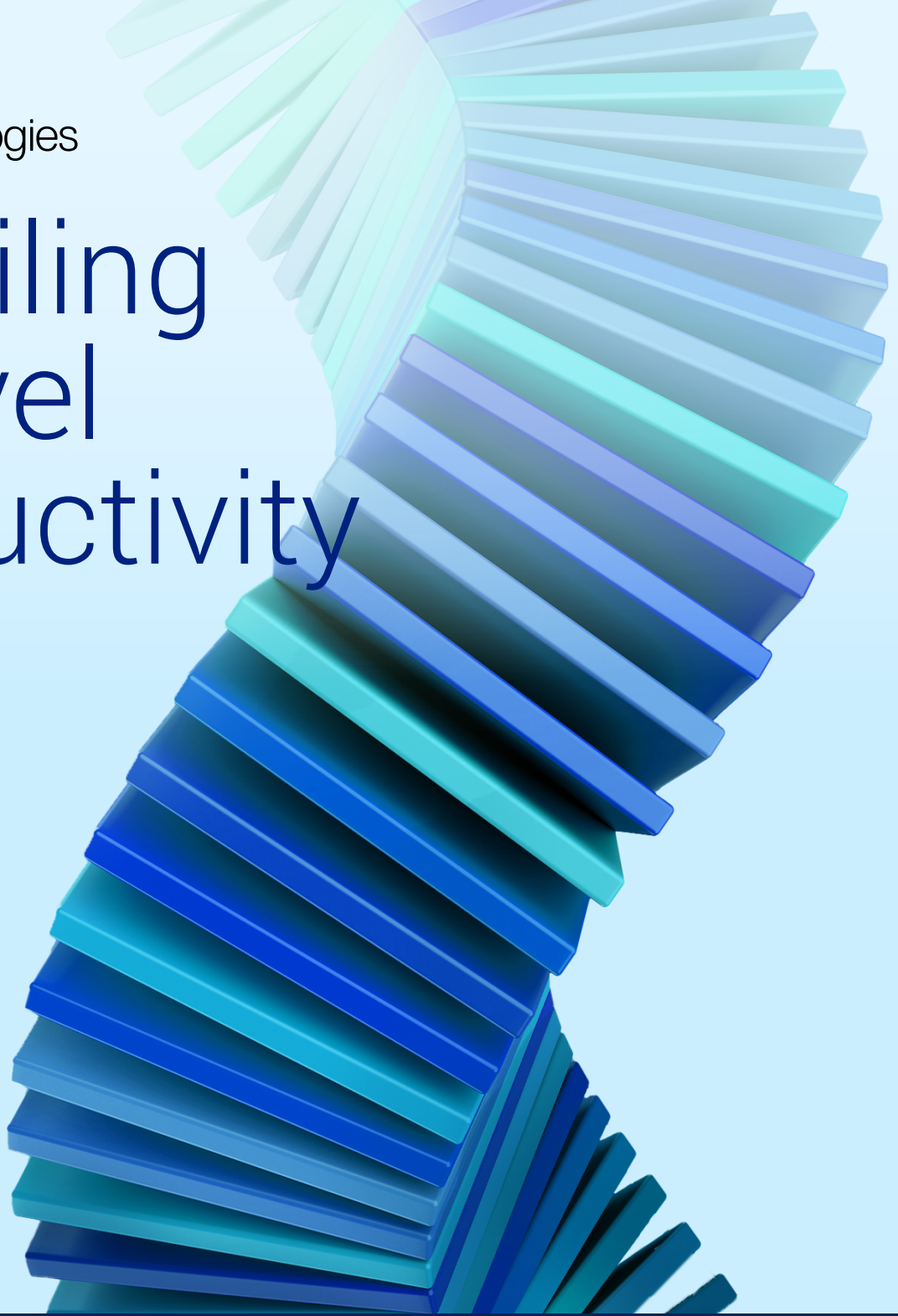


DELLTechnologies

Unveiling AI-level productivity



Top reasons to upgrade your Dell PC

1

AI-powered
efficiency

2

Smarter
collaboration

3

Work confidently
from anywhere

1 Enable AI-powered efficiency with an AI companion on the world's most intelligent PCs¹.



Centralized AI assistance

Copilot in Windows uses AI, running on Intel® Core™ Ultra, 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 within the Intel® Core™ Ultra processor.



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.



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



 Click on the icons below for more information:

Remember, Microsoft Copilot is your AI companion, providing real-time assistance. While it doesn't directly control hardware settings, it guides you toward effective communication practices. So, embrace Copilot's prompts, and let your modern microphone and camera shine in Teams meetings!

3 Work confidently from everywhere

the foundational security and privacy of Dell, Intel vPro® and Windows 11 Pro



Protect your fleet with built-on security

Stay protected from evolving threats with the built-in defenses of the industry's most secure commercial PCs.³ 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 from chip to cloud.



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.⁴

70%

attack surface reduction vs older PCs⁵ with Intel vPro®

64%

share of people who say they struggle with having the time and energy to do their job and are 3.5x more likely to say they struggle with innovation⁹

3.1x

fewer firmware attacks with Windows 11⁶



Fast-track your AI journey

with Dell APEX PC-as-a-Service



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



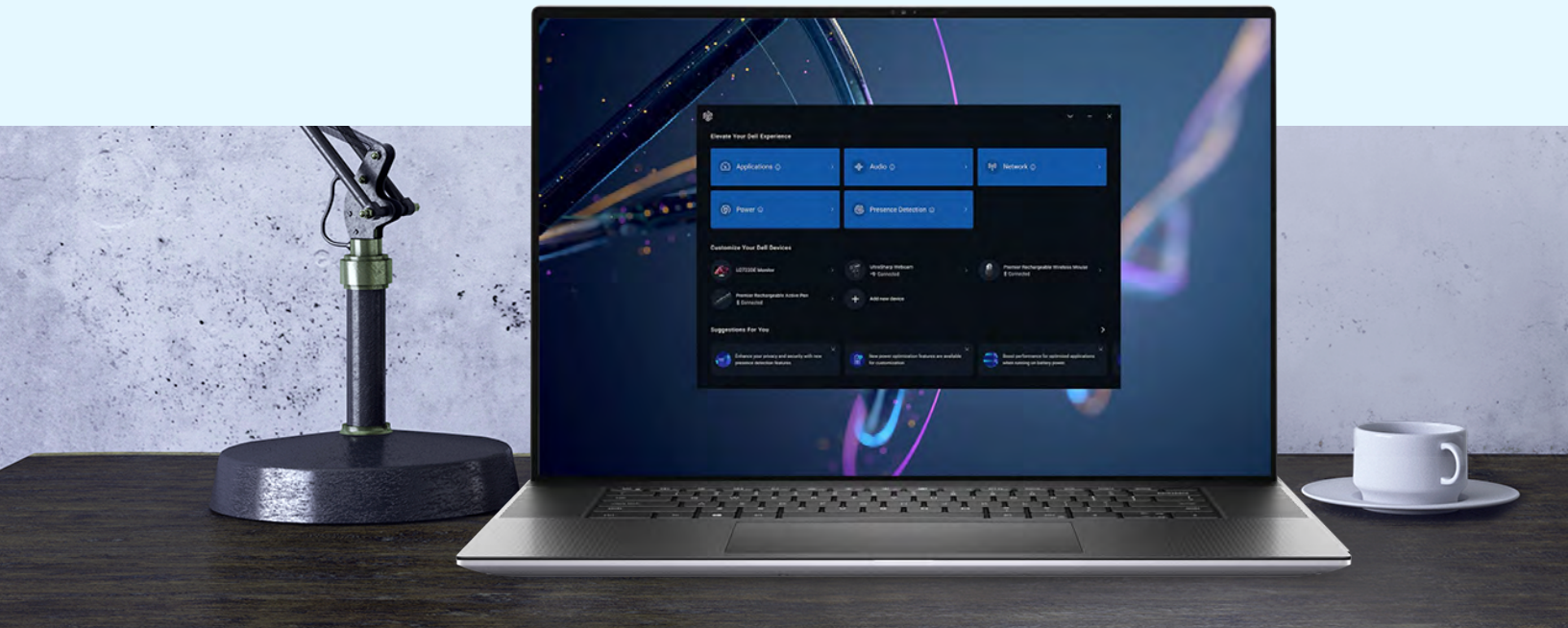
Save up to 30%
on support costs⁷



Cut up to 50%
help desk effort⁷

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

Reach out to your Dell Sales Representative
Dell.com/ai



⁷ 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.

⁸ 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: www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf

⁹ The Collaboration Touchpad is available on Dell Latitude 9330 and Latitude 9440 2-in-1 computers.

¹⁰ 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.

¹¹ 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.

¹² 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. Results may vary.

¹³ 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.

¹⁴ Based on a Forrester, Total Economic Impact™ (TEI) study commissioned by Dell Technologies, September 2023.

¹⁵ AI features may require additional software purchase, subscription or enablement by a software or platform provider, or may have specific configuration or compatibility requirements. Details at www.intel.com/PerformanceIndex. Results may vary. ¹⁶ [WorkTrends Index Annual Report](#)

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