

Channel Webinar

2024 Latitude Refresh Update



Designed for the Best Connectivity & Collaboration

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EMEA Channel Sales Webinars – Dell Client Solutions

Dell EMEA Channel Sales webinars are recurring monthly webinars which focus on the Dell Client Solution Portfolio

Within these webinars we will be focusing on delivering content that will provide an overview of Product/Solutions and highlight key initiatives and tools that will help you uncover market opportunities and support your customer conversations.

Why Upgrade?

Why Now?



Productivity

AI-powered efficiency with an AI companion built in (Copilot)

Security

Unmatched privacy and data protection with the most secure Windows ever.

Management

Adopt cloud-based modern device management using [Dell Connected Provisioning](#) and by combining Windows 11 Pro with Microsoft 365 Business Premium

Windows 11 Pro

Plan your transition now

- Upgrade eligible PCs to Windows 11
- Replace old devices with new for the latest security, performance, and management benefits
- Engage Dell Services to support your transition

Windows 10 end of support is Oct 2025

AI at Work: Transforming the workforce and elevating productivity



All Workers: Consumption

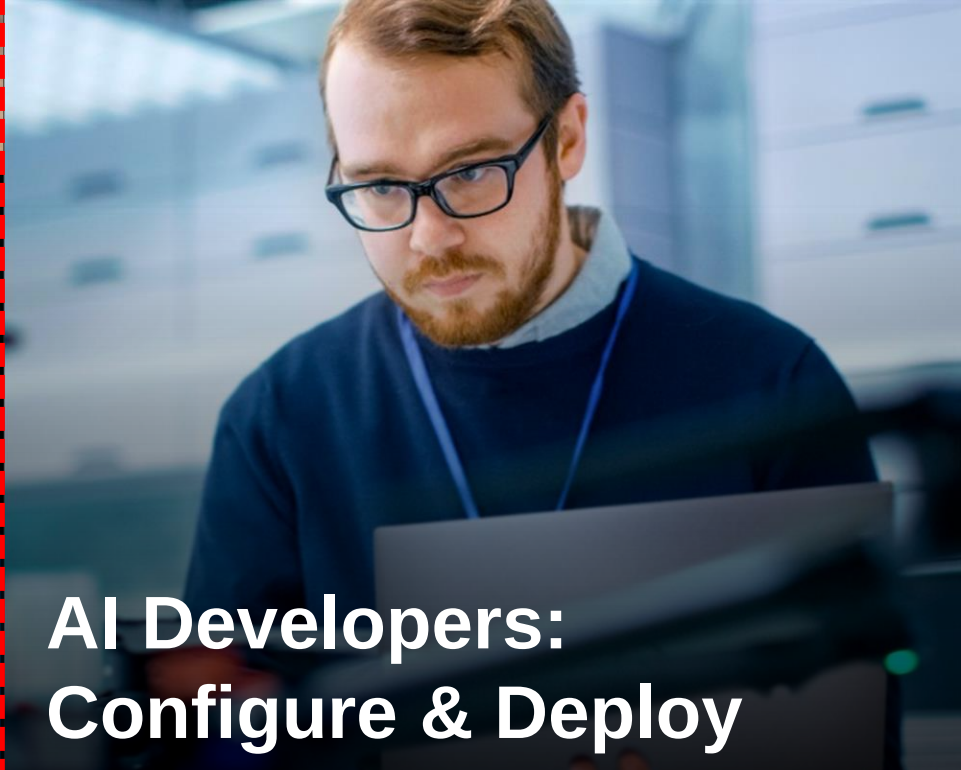
Current State

Integrate AI into everyday business with Gen-AI ready devices and solutions from Dell Technologies

Recommend:

*AI PCs with Windows 11
Latitude, Precision, OptiPlex*

DELLTechnologies
PARTNER PROGRAM



AI Developers: Configure & Deploy

Accelerate AI and GenAI development with scalable Precision AI-ready workstations that unleash data potential and turn them into operational efficiencies

Recommend:

*Precision AI-ready workstations:
-5000 series for hosting and inferencing
-7000 series for development, deployment and fine-tuning*

Latitude: the world's most intelligent PCs designed for best connectivity & collaboration*



3000 Series

Modern Design for any business

- Essential business laptops & 2-in-1s
- Modern design for any business from small to enterprise



5000 Series

Built for scalability & flexibility

- Mainstream business laptops & 2-in-1s
- Scalable performance



7000 Series

Small design, premium performance

- Premium business laptops & 2-in-1s
- Broader feature sets for larger deployments



9000 Series

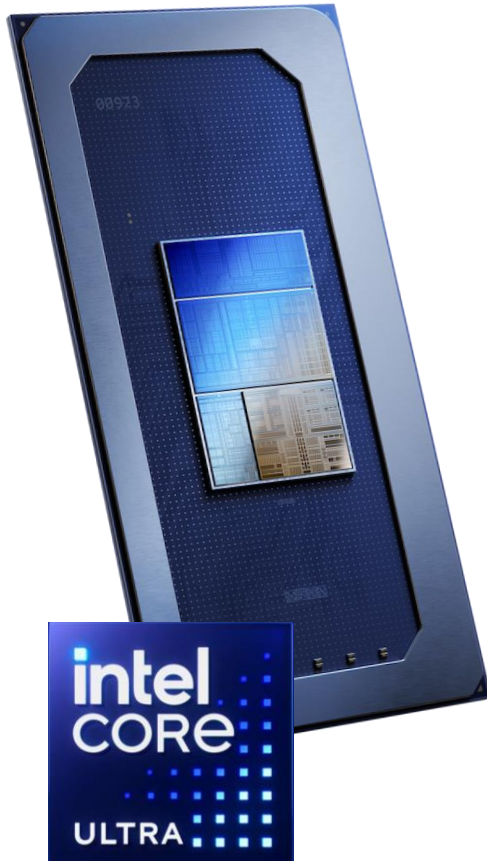
Innovation meets ultra-premium design

- Ultra-premium business laptops & 2-in-1s
- Leading innovation and design

Dell Optimizer

Intel Meteor Lake Processors with Neural Processing Unit (NPU)

Intel® Core™ Ultra overview



End users demand
balance between
power & battery life



Next-Gen Power
Management

40%

lower power for
AI enhanced
collaboration¹

Better graphics for
ultra thin systems



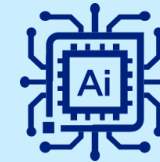
New, Built-In Intel®
Arc™ Graphics

Up to

82%

Better graphics
performance²

Unlocking new
experiences thru AI

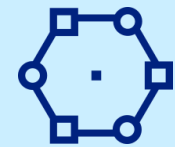


New, Integrated
AI Engine

2.5X

Int8 AI power
efficiency³

Fleet management &
security remain top
of mind for ITDMs



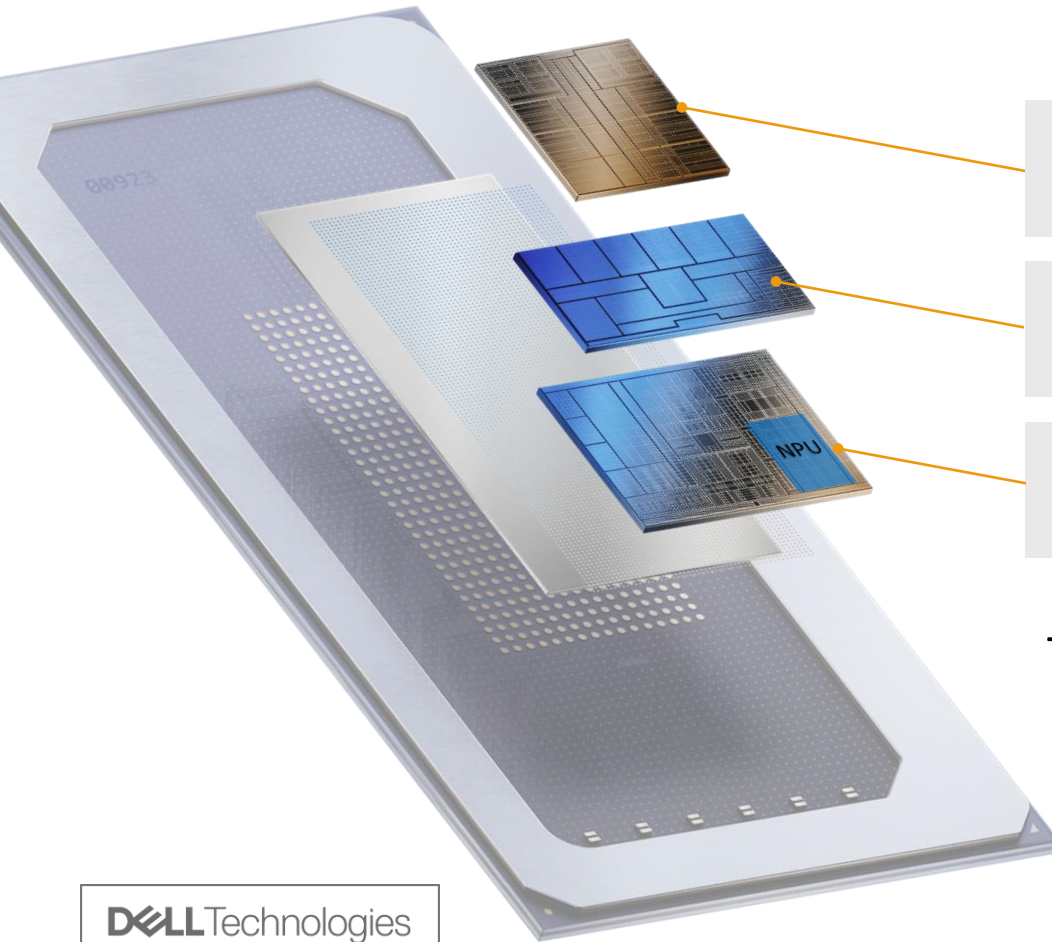
New, Security &
Manageability
features for vPro

Intel® Silicon
Security Engine

Intel® Device
Discovery

Intel® Core™ Ultra Processors

Client AI



CPU

Fast Response

Ideal for light-weight, single inference low-latency AI tasks

GPU

Performance Parallelism & Throughput

Ideal for AI infused in Media/3D/Render pipeline

NPU

Dedicated Low Power AI Engine

Ideal for sustained AI and AI offload

The right balance of power and performance for AI

AI on your Dell PC

Benefits of having AI on your Dell (AI-ready) PC



Increased Privacy
and Data Security



Reduced Latency



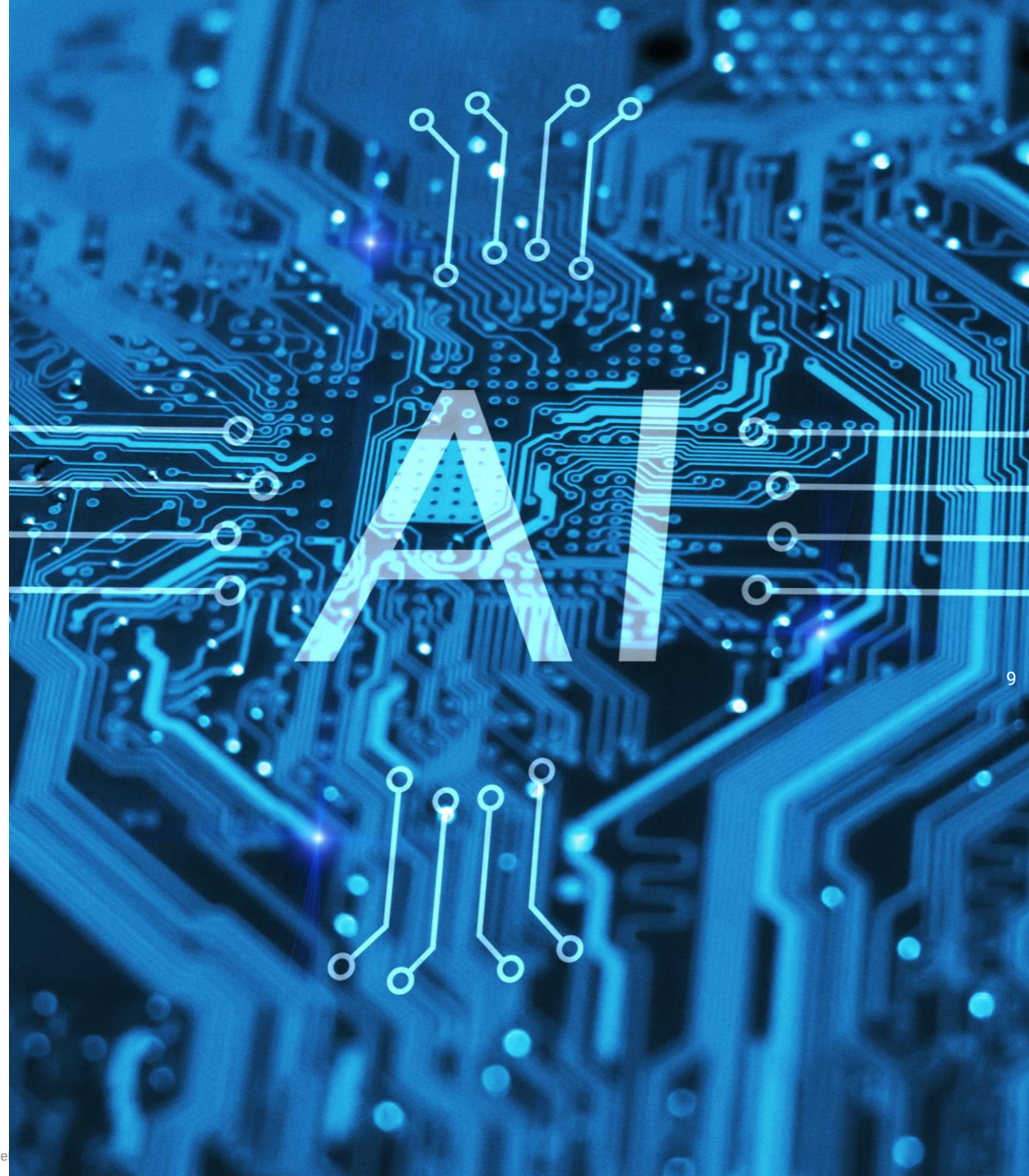
Online and Offline
Accessibility



Customization and
Experimentation

Dell AI-ready PCs will help you be more productive and secure

DELLTechnologies
PARTNER PROGRAM





Intel and Microsoft category alignment

What is an AI PC?

A PC with Intel® Core™ Ultra that brings new AI experiences in productivity, creativity, and security through a combination of the CPU, GPU, and the new NPU.

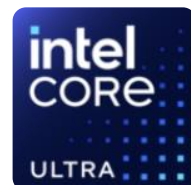
Microsoft's requirements for an AI PC



Comes with Copilot in Windows



Has the Copilot key



Comes with new NPU, CPU, and GPU powered silicon

Intel and Dell are poised to lead the AI-ready PC transformation

The Right Ecosystem:
To realize the benefits of AI in the client

Delivering:

- The Right AI Engines
- AI-ready PCs at scale across Dell's commercial portfolio
- Software infrastructure enabling

SECURITY

AI-enhanced ransomware & cryptojacking



VIDEO CONFERENCING

That focus and track your movement and gestures, suppress background noise and show your avatar



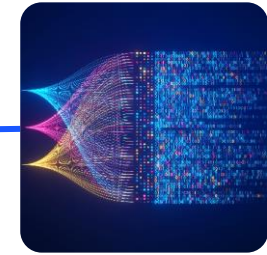
COLLABORATION

Richer collaboration & faster multi-tasking, preserved battery life



IT TELEMETRY

With predictive data analysis and automation



CONTENT CREATION

Create and edit images, videos, lists or articles using text input



PRODUCTIVITY

Improved with Local AI Assistant, AI powered transcription and much more



Intel technologies may require enabled hardware, software or service activation. * app purchase or OS enabling may be required

Meeting the needs of IT and end users

AI Optimized Apps

Commercial End User

PRODUCTIVITY


Microsoft 365 Copilot

CONTENT CREATION




COLLABORATION



ITDM AI Ops

TELEMETRY




SECURITY & MANAGEABILITY




Commercial Developers

OpenVINO™



W3C®





Platform Tuning leveraging AI
Intel Deep Learning Boost,
Vector Extensions, and more



Built on a Secure vPro Foundation
New Intel Silicon Security Engine



100+ ISVs engaged to optimize AI on Intel powered PCs
300 AI accelerated ISV features in 2024

A Revolutionary New Way to Compute



NPU* for AI

Rearchitecting the Compute Experience with Optimization for the AI of Today and Tomorrow



Battery Life

Get longer battery life with up to 40% lower processor power for AI enhanced collaboration¹



Security

The Most Comprehensive Security² for Your Business



Manageability

Better Device Manageability with Intel® Device Discovery



Sustainability – A More Sustainable Approach to Fleet Management

*NPU – Neural Processing Unit

1. As measured by SoC package power using XSplit VCam for background removal, auto framing, enhanced lighting, chair removal using Intel Core Ultra 7 165H vs. Intel Core i7-1370P.

2. As measured by each Intel vPro platform's tailored combination of performance, security, manageability, and stability solutions designed, integrated, and fine-tuned for particular business needs. All Intel vPro versions feature an eligible high performing Intel® Core™ processor, supported operating system, Intel LAN and/or WLAN silicon, firmware enhancements, and other hardware and software necessary to deliver the manageability use cases, security features, system performance and stability that define the platform. By validating business PCs against a rigorous specification defined for each product version, Intel vPro delivers tangible advantages for any business user. See www.intel.com/performance-vpro for details.



Latitude Model Decoder



Example: Latitude 7450 Laptop



Series

3 = Essentials

5 = Mainstream

7 = Premium

9 = Ultra Premium



Screen

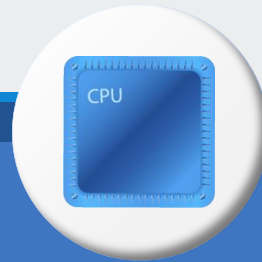
3 = 13.3"

4 = 14.0"

5 = 15.6"

6 = 16.0"

7 = 17.0"



Intel® Processor

2 = 11th Generation

3 = 12th Generation

4 = 13th Generation

Corresponding Year



Version

0 = Standard

1/5/9 = Different



Form Factor

Laptop

2-in-1

Laptop or 2-in-1

Detachable

Latitude 2024
Portfolio positioning

5G

Latitude 7350 UL

13" Clamshell (Mg) (<1kg)
MTL U series

5G

Latitude 7450 UL

14" Clamshell (Mg) (1.1kg)
MTL U series



5G

Latitude 7350 Detachable

13" Tablet (Mg)
MTL U series



NEW

Business Drivers and Collaborators (Finance, Supply Chain, Marketing, Engineering, Support, HR, etc.)

5G

Latitude 7350 ALU

13" Clamshell, 2-in-1
MTL U series

5G

Latitude 7450 ALU

14" Clamshell, 2-in-1
MTL U/H28 series

5G

Latitude 7650

16" Clamshell (AL)
MTL U/H28 series

5G

Latitude 5350

13" Clamshell, 2-in-1
MTL U series

5G

Latitude 5450

14" Clamshell
MTL U/H28 series

5G

Latitude 5550

15" Clamshell
MTL U/H28 series



Value based Business Drivers and Collaborators (Reduced task-set, Tech Support, Contractors, EDU, etc.)

Latitude 3340

13" Clamshell, 2-in-1
RPL U series

Latitude 3440
ADL U series

Latitude 3450

14" Clamshell
RPL U series

Latitude 3540
ADL U series

Latitude 3550

15" Clamshell
RPL U series



Latitude 3450

Powerful performance and collaboration at an affordable price



Dual Gen Options

12th Gen - 3440 & 3540
13th Gen – 3450 & 3550



Key Updates (3x50 only)

- **Dual Gen & CPU options**
- New energy efficient 400nit display
- New FHD HDR camera options
- DDR5 memory
- Upgraded Type-C port to USB4
- 50% recycled cobalt batteries



Processor

Intel® Core
13th Generation
up to **i7**
U-Series 15W



Memory

Socketed
up to **64GB**
5200MT/s, DDR5



Storage

up to **1TB**
Class 35



Graphics

up to **2GB**
NVIDIA GeForce MX570A
 NVIDIA GEFORCE



Display

16:9 FHD

400 Nits Low Blue Light



Network

6E 5.3



Size & Weight

322.2 x 219.4 x 19.4
 1.5 kg

Ports

(1) USB-C
 (3) USB-A
 HDMI
 RJ-45

Chassis Material

PC / ABS

NON-HDR

HDR



Screen images simulated. For illustration purposes only.

Latitude 3550

Built for any business and any budget, perfectly suited for the mobile professional

Productivity

Built-In 10-Key



Only on the 15" model

Key Updates

- Dual Gen & CPU options
- New FHD HDR camera options
- DDR5 memory
- Upgraded Type-C port to USB4
- 50% recycled cobalt batteries
- **4G LTE option**



Processor

Intel® Core
13th Generation
up to **i7**
U-Series 15W



Memory

Socketed
up to **64GB**
5200MT/s, DDR5



Storage

up to **1TB**
Class 35



Graphics

up to **2GB**
NVIDIA GeForce MX570A
 GEFORCE



Display

16:9 FHD

250 Nits Low Blue Light



Network

6E **4G** **5.3**
LTE
(eSIM capable)



Size & Weight

359 x 239.7 x 20.4
 1.81 kg

Ports

(1) USB-C
 (3) USB-A
 HDMI
 RJ-45

Chassis Material

PC / ABS

Latitude 5350

World's smallest, most secure mainstream business laptop with enterprise-level security

Dual Form Factor

Laptop or 2-in-1,
Single Image



Key Updates

- Our most scalable Latitude
- **Latest Intel® Core™ Ultra processor options**
- New FHD HDR camera options
- 50% recycled cobalt batteries
- **4G & 5G LTE options**



Processor

Intel® Core
up to **Ultra 7**
U-Series 15W



Memory

up to **32GB**
6400MT/s, LPDDR5x



Storage

up to **2TB**
SSD



Graphics

Intel® graphics
with Intel® Core™
Ultra 5 & 7 U



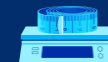
Display

16:9 FHD
250-400 Nits Low Blue Light



Network

6E 4G 5G LTE **5.3**



Size & Weight

305.7 x 207.5 x 16.8
1.23 kg 1.35 kg

Ports

(2) TBT4 HDMI
(2) USB-A Opt. Nano SIM

Chassis Material



CFRP

Latitude 5450

The most scalable, sustainable, and secure Latitude notebook

Scalable Power

15W or 28W Processor



**Available on Latitude 5450 & 5550*

Key Updates

- Our most scalable Latitude
- Latest Intel® Core™ Ultra processor 15W & 28W options
- New FHD HDR camera options
- 50% recycled cobalt batteries



Processor	Memory	Storage	Graphics	Display	Network	Size & Weight	Ports	Chassis Material
 Intel® Core up to Ultra 7 U-Series 15W / H-Series 28W	 Socketed up to 64GB 5600MT/s, DDR5	 up to 2TB SSD	  up to 4GB RTX 2050	 16:9 FHD  250-400 Nits  Low Blue Light	  5.3	 321.4 x 212 x 19.1  1.4 kg	 (2) TBT4  (2) USB-A  HDMI  RJ-45	 CFRP

Latitude 5550

The most scalable, sustainable, and secure
Latitude notebook

Productivity

Built-In 10-Key



**Available on Latitude 5550*

Key Updates

- Our most scalable Latitude
- Latest Intel® Core™ Ultra processor
15W & 28W options
- New FHD HDR camera options
- 50% recycled cobalt batteries
- **Dual SSD Drive Option**



Processor	Memory	Storage	Graphics	Display	Network	Size & Weight	Ports	Chassis Material
 Intel® Core up to Ultra 7 U-Series 15W / H-Series 28W	 Socketed up to 64GB 5600MT/s, DDR5	 up to 2TB Opt. Dual Drive	 up to 4GB RTX 2050	 16:9 FHD  250-400 Nits  Low Blue Light	 6E 4G 5G LTE 5.3	 357.8 x 233.3 x 20.8  1.62 kg	 (2) TBT4  (2) USB-A  HDMI  RJ-45	 CFRP

Latitude 7350 Detachable

A tablet designed so that everyone can love it, even IT

Gorilla Glass Victus

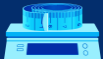
More Impact & Scratch Resistance



Key updates

- Intel® Core™ Ultra processor
- HDR technology on the camera
- Collaboration Touchpad (13" & 14" Ultralight only)
- Wi-Fi 7
- Low-carbon emission, 50% recycled aluminum in the chassis



Processor	Memory	Storage	Graphics	Display	Network	Size & Weight	Ports	Chassis Material
 Intel® Core up to Ultra 7 U-Series 15W	 up to 32GB 6400MT/s, LPDDR5x	 up to 2TB SSD	 Intel® Graphics (Integrated)	 3:2 QHD+  500 Nits  Low Blue Light	  5G LTE 5.4	 292.94 x 208 x 8.9  0.83 kg  x lbs.	 (2) TBT4  Opt. FPR  Audio  Opt. NFC	 Aluminum

Collaboration ready!



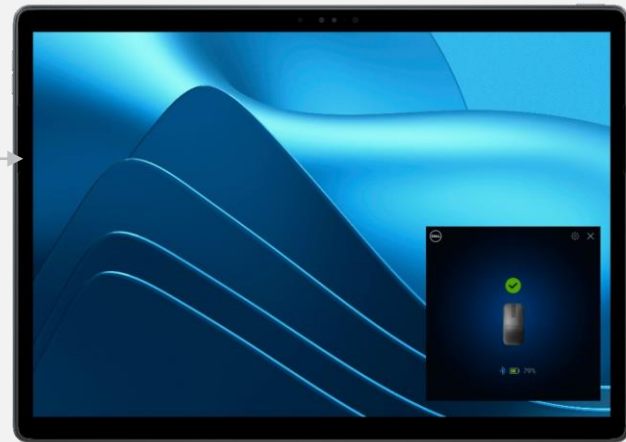
8MP HDR IR front camera

with built-in AI features
(background blur, autofocus, eye contact
correction)

8MP RGB rear camera

with auto-focus

A front and rear camera
support any collaboration style



Dual front facing speakers feel
louder and more immersive



Collaboration touchpad
available to control Zoom and
TEAMS conference calls



Collaboration Touchpad

Collaborate Effectively

Use collaboration icons on the touchpad to control your Zoom and TEAMS meetings

Icons available only when you need them

Icons activate during a zoom/TEAMS meeting and disappear after. You can also swipe to make them invisible



Active



Available



Active



Active



Collaboration Touchpad

Collaborate Effectively

Use collaboration icons on the touchpad to control your zoom and TEAMS meetings

Icons available only when you need them

Icons activate during a zoom/TEAMS meeting and disappear after. You can also swipe to make them invisible



Muted



Available



IM
Received



Muted

Commercial Grade Security Options



Smart Card Reader

Use SCR to securely access/authenticate or even process digital transactions such as loyalty cards

Fingerprint Reader

A match-on-chip solution for extra security when using Biometrics to sign-in to the device.

Combined with Express Sign-in 2.0 and Intelligent privacy, sign-in and sign-out securely

Near Field Communications

Use NFC to securely authenticate, make secure transactions, exchange digital content, and connect other peripherals with a touch

Latitude 7350

Premium mobility and productivity redefined with Latitude's lightest commercial notebook



Collaboration

Touchpad



**Available on Latitude 7350 & 7450 Ultralight*

Battery Saving

MINI-LED KEYBOARD



Receive an addt. 2-3 hours runtime

Key updates

- Intel® Core™ Ultra processor
- **Mini-LED Keyboard**
- **16:10 Aspect Ratio**
- **Collaboration Touchpad (13" & 14" Ultralight only)**
- Wi-Fi 7
- Low-carbon emission, 50% recycled aluminum in the chassis



Processor

Intel® Core
up to **Ultra 7**
U-Series 15W



Memory

up to **64GB**
6400MT/s, LPDDR5x



Storage

up to **2TB**
SSD



Graphics

Intel® Graphics



Display

16:10 QHD
400 Nits Low Blue Light



Network

Wi-Fi 7
4G 5G LTE
5.4



Size & Weight

299 x 213.2 x 17.75
0.989 kg 1.152 kg

Ports

(2) TBT4
USB-A
HDMI
Opt. Nano SIM

Chassis Material

Magnesium or Aluminum

Latitude 7450

Best in class collaboration with the power to back it up

Smart Amp

Improved Top Volume & Rattle Protection



Key updates

- Intel® Core™ Ultra processor
- HDR technology on the camera
- Collaboration Touchpad (13" & 14" Ultralight only)
- Wi-Fi 7
- Low-carbon emission, 50% recycled aluminum in the chassis



Processor

Intel® Core
up to **Ultra 7**

U-Series 15W / H-Series 28W



Memory

up to **64GB**
6400MT/s, LPDDR5x



Storage

up to **2TB**
Opt. Opal 2.0



Graphics



Display

16:10 QHD
400 Nits Low Blue Light



Network

7 4G 5G LTE **5.4**



Size & Weight

313 x 222.8 x 18.21
1.058 kg 1.526 kg

Ports

(2) TBT4 HDMI
(2) USB-A Opt. Nano SIM

Chassis Material



Magnesium
or Aluminum

Latitude 7650

The ultimate productivity tool with a larger panel, top quality audio and our largest click pad

Superior Audio

Quad Speakers



Key updates

- Intel® Core™ Ultra processor
- HDR technology on the camera
- Collaboration Touchpad (13" & 14" Ultralight only)
- Wi-Fi 7
- Low-carbon emission, 50% recycled aluminum in the chassis



Processor

Intel® Core
up to **Ultra 7**

U-Series 15W / H-Series 28W



Memory

up to **64GB**
6400MT/s, LPDDR5x



Storage

up to **2TB**
Opt. Opal 2.0



Graphics



Display

16:10 FHD
300 Nits Low Blue Light



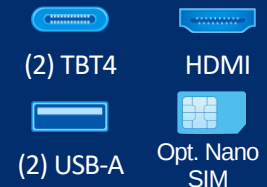
Network



Size & Weight

358 x 254 x 19.99
1.84 kg

Ports



Chassis Material



Aluminum

Latitude 9450

A peek into the future of work from anywhere,
focused on collaboration & productivity

Haptics Enabled

Collaboration Touchpad



Key updates

- Intel® Core™ Ultra processor
- HDR technology on the camera
- Zero-Lattice Keyboard
- Wi-Fi 7
- Bluetooth 5.4
- **Haptic Feedback Touchpad**



Processor

Intel® Core
up to **Ultra 7**
U-Series 15W



Memory

up to **64GB**
7467MT/s, LPDDR5x



Storage

up to **2TB**
SSD



Graphics

Intel® Graphics
(Integrated)

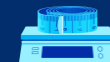


Display

16:10 QHD
 
500 Nits Low Blue Light



Network



Size &
Weight

310.5 x 215 x 16.28
 **1.535 kg**

Ports



(3) TBT4


Opt. FPR



Audio


Opt. Nano
SIM

Chassis Material



Aluminum

Dell is an EPEAT Climate+ Champion

BY THE NUMBERS

Dell has 201 EPEAT registered products that have achieved the EPEAT Climate+ designation.¹



Notebooks

100% of Dell's commercial notebook portfolio has achieved EPEAT Climate+ Designations²

28 of our commercial notebooks launched in 2023 have EPEAT Climate+ designations

Desktops

100% of Dell's commercial desktop portfolio has achieved EPEAT Climate+ Designations³

17 of our commercial desktops launched in 2023 have EPEAT Climate+ designations

Displays

91% of Dell Displays have achieved EPEAT Climate+ Designations⁴

73 of our commercial displays (currently shipping) are EPEAT Climate+ certified

Servers

80% of Dell Servers have achieved EPEAT Climate+ Designations⁴

43 of our Dell Servers (currently shipping) are EPEAT Climate+ certified

Only Dell Technologies Servers have achieved EPEAT Silver with Climate+ Designations in the industry⁵

Find Dell EPEAT Climate+ certified products [here](#)



Dell Multipack Solutions

We offer multipack shipping on select Dell servers, notebooks and desktops.

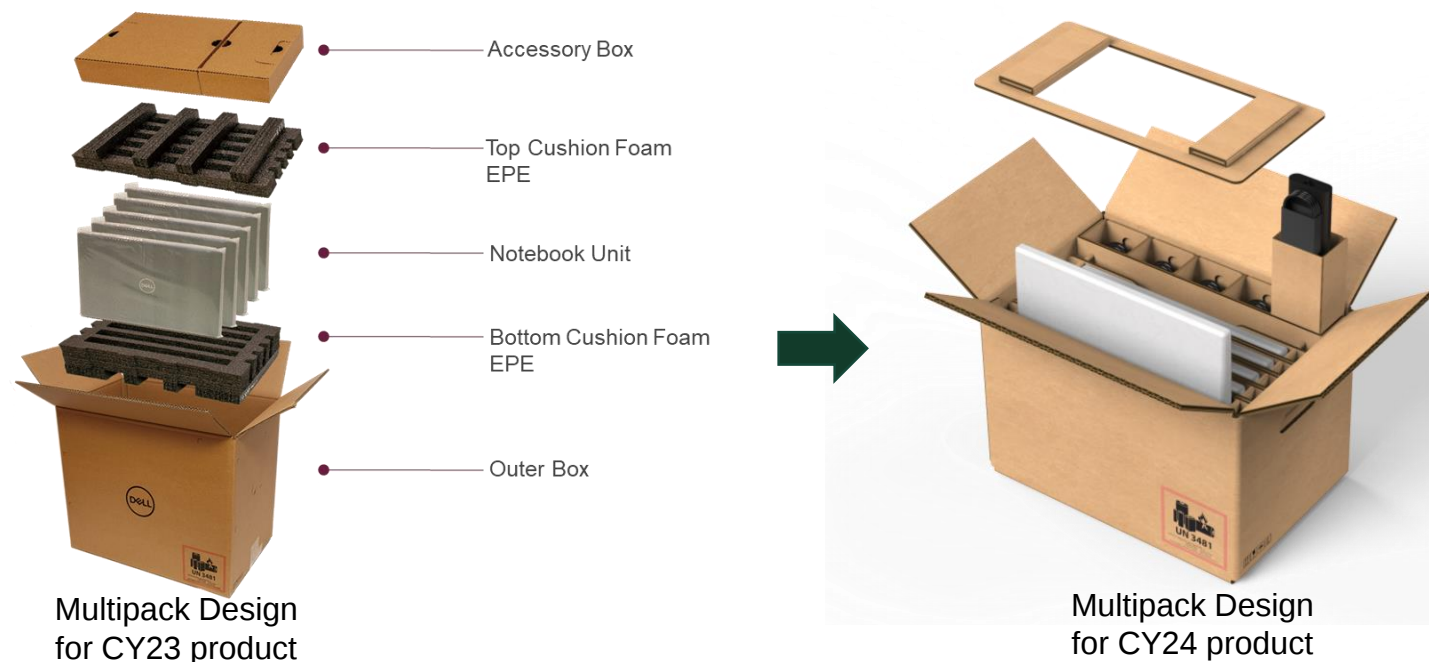
75% improvement in palletization

Simplified Unboxing

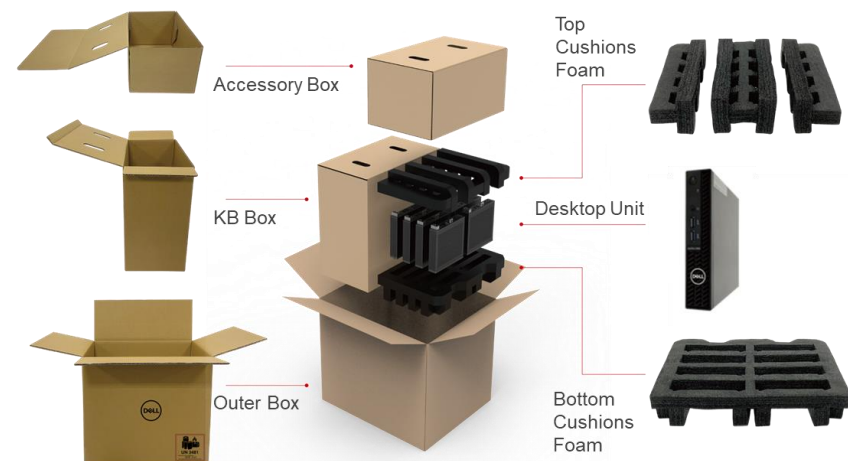
Easier to manage, less to organize

Reduced packaging waste

Notebook Multipack



Desktop Multipack



DELL Technologies

Prepare for the next wave of workloads designed with AI-boosted performance and security features.



Ready to tackle emerging AI use cases



Modern Manageability for your hybrid workforce



Prioritize the Most Comprehensive Security¹ for Your Business



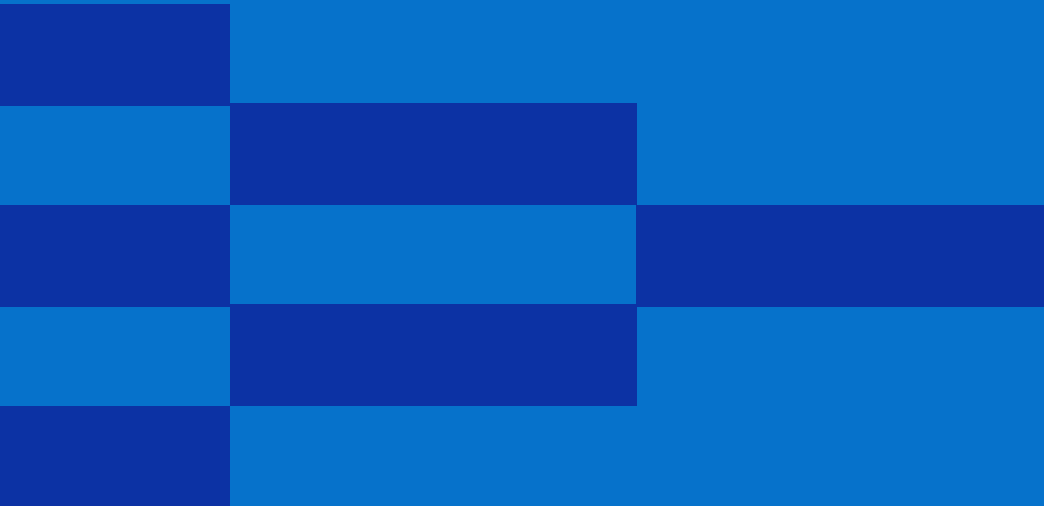
Delivering end-to-end Sustainability



Learn more at intel.com/vpro



¹Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors.



Marketing Content

Latitude marketing content on the Digital Marketing Tool



Leverage our brand new Client Portfolio content:

- Success pack, emails, video, SoMe content (animated and static), brochures, research papers, one-pagers, imagery (product + digital lifestyle)
- Focus on Windows 11, 300m unit refresh opportunity, AI capabilities
- FY24 content still available

Campaigns:

Client Solutions Portfolio

Latitude Portfolio

Sales Enablement

Your essential marketing resources

Partner Portal Marketing

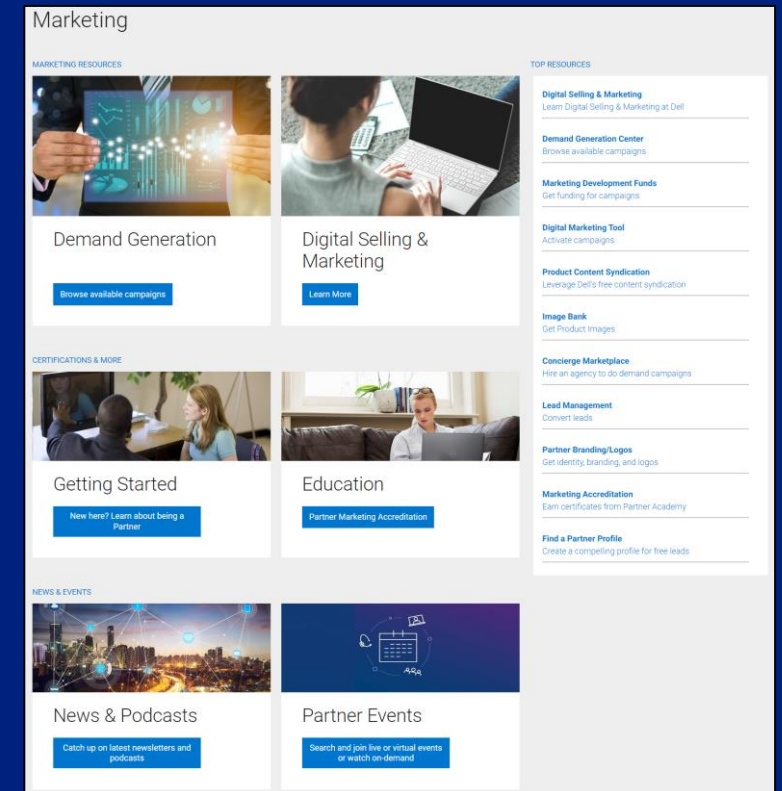
- Demand Gen Center: Major campaigns overview
- Partner Tools and Digital Resources
- Digital Selling and Marketing: How to engage your customers, drive pipeline and excel in a digital-first world!

Log in

Digital Marketing Tool

- Global Partner Marketing automation platform
- Leverage co-brandable marketing content to drive campaigns with your logo & calls to action
- Content organized by language and campaign

Log in



DELLTechnologies
PARTNER PROGRAM