

The most intelligent business PCs.\*

SPRING 2020

Latitude 9510

**DELL**  
Technologies





Latitude 9510  
Laptop or 2-in-1



# Does your PC know you?

LATITUDE 9510



Quickly and easily take notes or draw on your 2-in-1 with the magnetic Dell Premium Active Pen that conveniently attaches to the side.

Discover the world's smallest, lightest, most intelligent 15" business PC with built-in AI.\* The ultra-premium Latitude 9510 features Dell Optimizer that learns and responds to the way you work. ExpressResponse launches favorite apps faster and runs them smoother. ExpressSign-in instantly wakes or locks your system. Based on your habits, battery settings will adjust to keep you running longer or give you a quicker ExpressCharge. An integrated speakerphone plus intelligent audio finely tune for elevated conferencing and collaboration.



\*Based on Dell analysis comparing business PCs with pre-installed AI-based optimization software, November 2019.



# The world's most intelligent business PCs with built-in AI.\*

LATITUDE LAPTOPS AND 2-IN-1s

Work at full speed with the new Latitude laptops and 2-in-1s, the world's most intelligent business PCs with the built-in AI of Dell Optimizer.\* ExpressResponse, ExpressSign-in, ExpressCharge and intelligent audio and battery settings adjust to the way you work for personalized productivity. The 7410 laptop boasts our best screen experience on a premium PC, including an optional 4K low blue light screen.\*



Latitude 3410



Latitude 7410

\*Based on Dell analysis, November 2019.





Latitude 5310 2-in-1



Dell Multi-device Wireless Keyboard  
and Mouse Combo – KM7120W



Dell Mobile Adapter Speakerphone – MH3021P



Dell Thunderbolt Dock – WD19TB





Dell UltraSharp 27 4K USB-C Monitor - U2720Q



Precision 5820 Tower



As powerful as it is intelligent.

PRECISION 5820 TOWER & PRECISION 5750

Built for cutting-edge design and creative applications,  
Dell Precision workstations feature the power, performance and reliability  
necessary to bring innovative ideas to life at a higher level.



Precision 5750 mobile workstation



# Max performance. Superior scalability.

PRECISION 7550, 7750 & PRECISION 7920 TOWER

To create the extraordinary, unlock the power and performance of Dell Precision workstations. For over 20 years, our broad customizable portfolio has enabled generations of world-class designers and award-winning creators to see their visions come to life.



Precision 7550 mobile workstation



Precision 7750 mobile workstation





Dell UltraSharp 32 8K Monitor - UP3218K



Precision 7920 Tower





OptiPlex 7070 Ultra

# The desktop you didn't expect.

OPTIPLEX 7070 ULTRA

The Ultra is our fully modular  
zero footprint desktop solution.\*

Its swappable elements and  
ultracompact PC module can  
be hidden inside a monitor stand,  
for a sleek desktop experience.

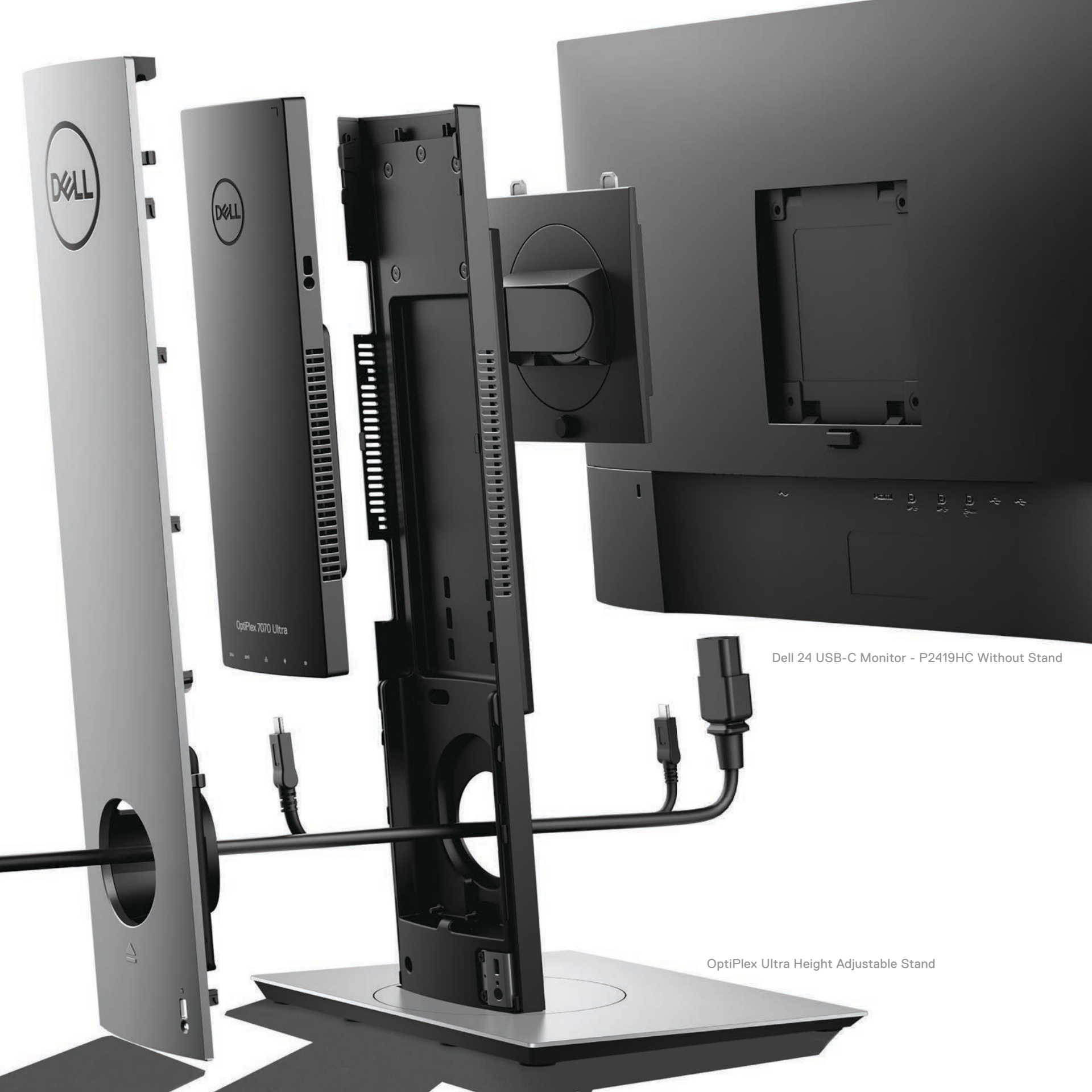


CES Innovation  
Award Honoree

\*Based on Dell internal analysis of competitive products, June 2019. Dell Legal AD #19000200.

The CES Innovation Awards are based upon descriptive materials submitted to the judges. CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given. CES® is a registered trademark of Consumer Technology Association (CTA)®.





Dell 24 USB-C Monitor - P2419HC Without Stand

OptiPlex Ultra Height Adjustable Stand



# Enter new worlds of potential.

OPTIPLEX 7071 TOWER

Discover technology that transforms the way you work. From the office to the cloud, Dell solutions, like the highly expandable OptiPlex 7071 tower, can power up to three monitors simultaneously or support rich VR content consumption.



HTC VIVE Pro Headset - V7M8W

Dell Wireless Keyboard and Mouse - KM636



# Intelligence you can rely on.

OPTIPLEX 7480 ALL-IN-ONE



Dell 24 Monitor - P2419H

OptiPlex has consistently delivered innovative form factors for over 25 years, and this year is no exception. Features like edge-to-edge touch screens and complementary peripherals all contribute to a seamless work experience. Dell Optimizer is a first-of-its-kind AI platform that learns how you work and continuously adapts to your style to create a smarter, more personalized and productive experience.



OptiPlex Lockable Port Cover



Targus Stylus for Capacitive Touch Devices -  
AMM01TBUS



OptiPlex 7480 All-in-One Height Adjustable Stand



Dell Monitors  
are #1  
worldwide for  
6 consecutive  
years  
(2013 to 2019).\*



Dell UltraSharp 38 Curved Monitor - U3818DW



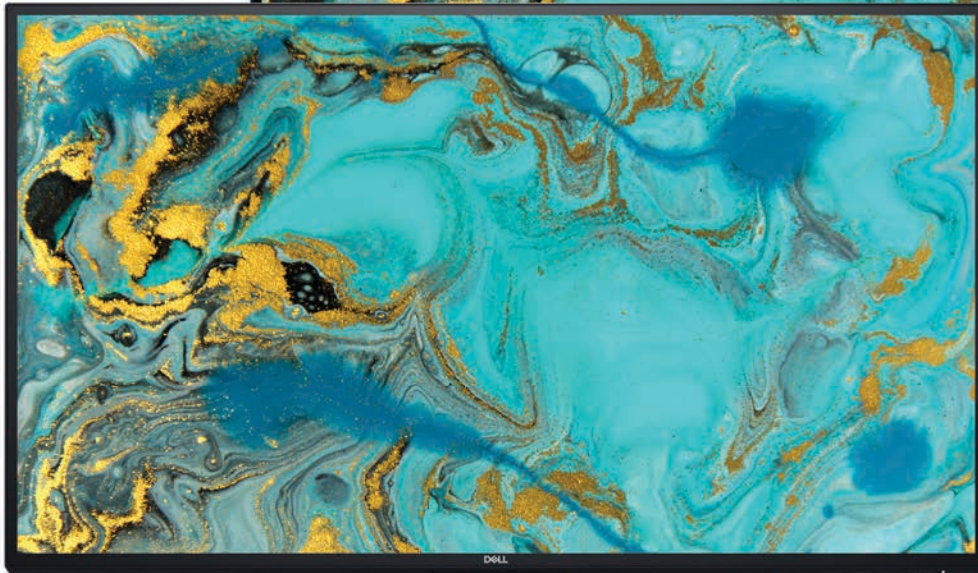
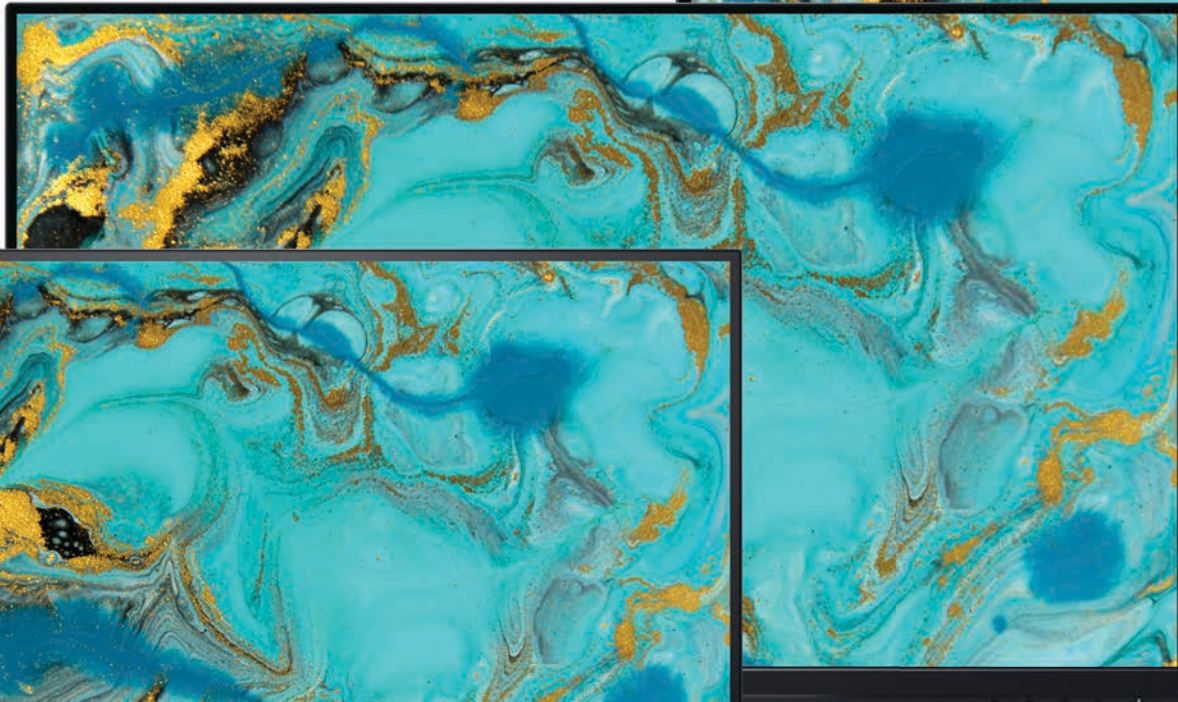
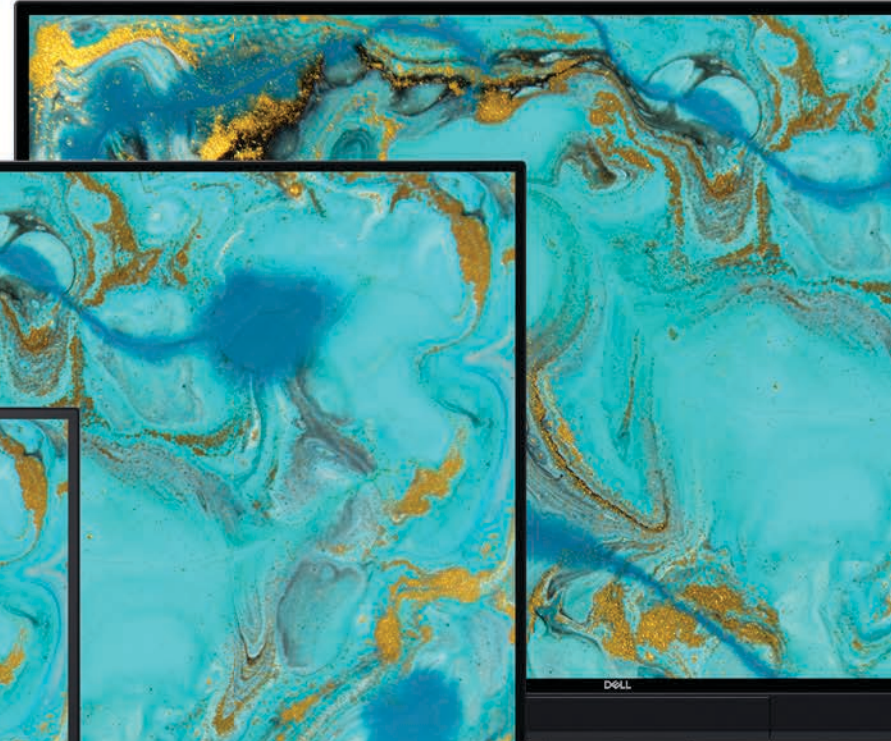
Top-of-the-line Dell UltraSharp monitors incorporate advanced display technology for the ultimate performance and user experience. Designed to drive efficiency, they are built for comfort and packed with productivity features, plus connectivity options including USB-C, RJ45 and Thunderbolt™ 3\*. Dell P Series Monitors are powerhouse displays designed to improve efficiency and organize multiple tasks.

CES Innovation  
Award Honoree



Dell UltraSharp 27 4K PremierColor Monitor – UP2720Q

Dell 27 Monitor - P2720D



Dell UltraSharp 25 USB-C Monitor -  
U2520D





Dell UltraSharp 38 Curved Monitor - U3818DW



Brilliance uninterrupted.

DELL DISPLAYS



Dell UltraSharp 43 4K USB-C Monitor - U4320Q





OptiPlex 7480 All-in-One



Dell Wireless Keyboard and Mouse - KBM636





Dell UltraSharp 24 USB-C HUB Monitor - U2421HE



OptiPlex 7071 Tower



The harder you push us,  
the stronger we become.

LATITUDE 7220 RUGGED EXTREME TABLET

Optional Dell Rigid Handle

Built for the most demanding environments, the powerful Latitude 7220 Rugged Extreme Tablet features 4G LTE connectivity in a rugged form factor. Drop-tested from four feet, temperature-rated from -20F to 145F and IP-65 rated for maximum protection against dust, dirt and water ingress, the harder you push it, the stronger it becomes.







Rugged Tablet Dock



Dell Rugged Active Pen



HAVIS Vehicle Dock



# Latitude and Chrome Enterprise. Smarter together.

LATITUDE 5300 2-IN-1 & 5400 CHROMEBOOK ENTERPRISE

Work faster than ever on the world's most powerful Chromebook Enterprise devices.\*  
Get the trusted Latitude features you love with the speed and ease of Chrome Enterprise.  
Versatility and performance meet a secure cloud-native experience with ProSupport.



Latitude 5300 2-in-1 Chromebook Enterprise

\*When equipped with Intel® Core i7 8665U processor with Integrated UHD 620 graphics, 32GB of DDR4 2400MHz memory capacity and 256 GB PCIe NVMe SSD storage. Based on Dell internal analysis of competitive Chromebook Enterprise laptops, June 2019.





Latitude 5400 Chromebook Enterprise



Chrome Keyboard KB5220W-C



Dell USB-C Mobile Adapter DA300

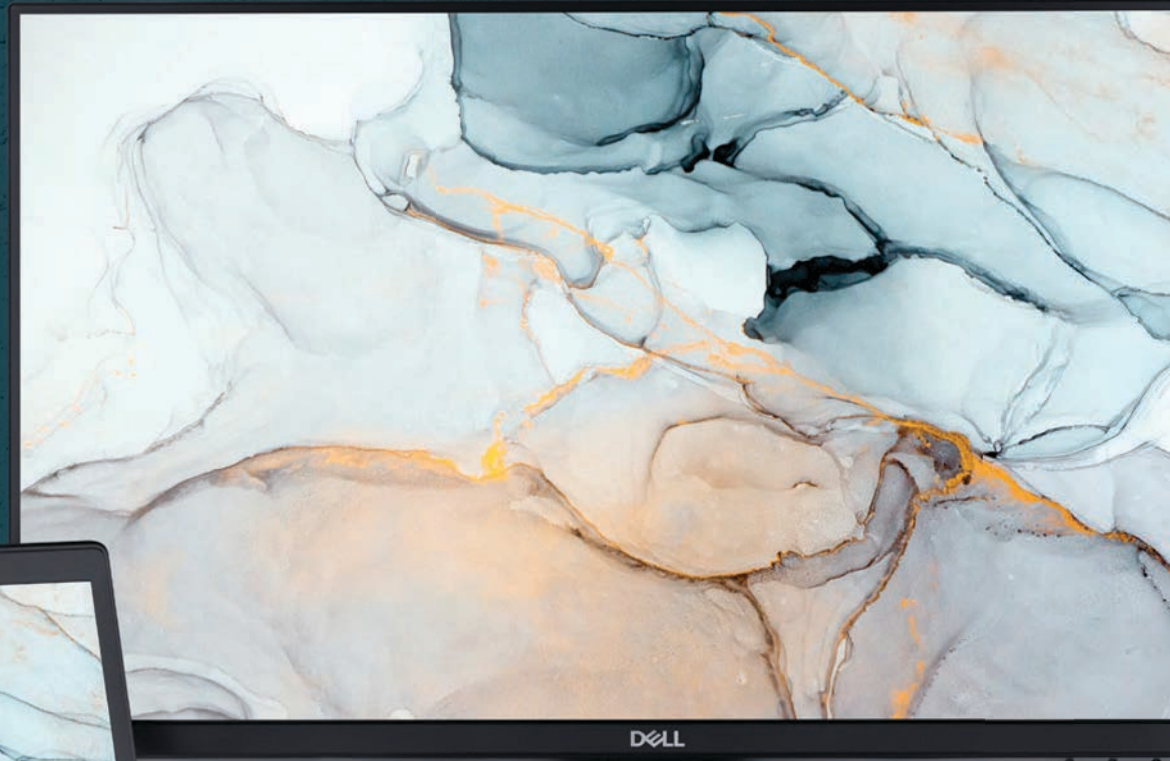


Dell Pro Briefcase 14 PO1420C





Wyse 5470 Mobile Thin Client



Dell 24 Monitor - P2419H



# Enhance your virtual workspace.

WYSE 5470 MOBILE THIN CLIENT & 5470 ALL-IN-ONE THIN CLIENT

Ideal for regulated industries, Wyse thin clients deliver confident access to virtual workspaces with a rich user experience and are easy to manage from a flexible hybrid cloud solution.

Choose from three all-in-one stand options.



Articulating Stand



Easel Stand



Pedestal Stand



Wyse 5470 All-in-One Thin Client



# Learning without boundaries.

CHROMEBOOK 3100 2-IN-1



Shown in tablet, laptop and tent modes. Dell Active EMR Pen available on select configurations.



Dell Compact Charging Cart

Designed to transform education with student-centric learning models, the Chromebook 3100 2-in-1 delivers best-in-class durability and long battery life. Tough enough to stand up to the school day and built for easy repairs, it's the perfect device for K-12 students.





Chromebook 3100 2-in-1



# Accessories



Dell Dock - WD19  
Dell Performance Dock - WD19DC  
Dell Thunderbolt Dock - WD19TB





Dell Mobile Pro Wireless Mouse - MS5120W



Dell Pro Hybrid Briefcase Backpack 15



Dell Stereo Headset UC350



Dell Notebook Power Bank Plus - USB-C 65 Wh - PW7018LC





[DellTechnologies.com](http://DellTechnologies.com)