The most intelligent business PCs.*

SPRING 2020

Latitude 9510
Latitude 9510
Laptop or 2-in-1
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.*

*Based on Dell analysis, November 2019.
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.
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.
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.

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

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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.
Intelligence you can rely on.

OPTIPLEX 7480 ALL-IN-ONE

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

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.

**Dell UltraSharp 25 USB-C Monitor - U2520D**

**Dell 27 Monitor - P2720D**

**Dell UltraSharp 27 4K PremierColor Monitor – UP2720Q**

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Brilliance uninterrupted.

DELL DISPLAYS
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.

Intelligence you can rely on.
Built for the most demanding applications, the powerful Latitude 7220 Rugged Extreme Tablet features 4G LTE connectivity in a compact 12" form factor. Drop-tested from four feet, temperature-tested 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.
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.

* 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
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
Learning without boundaries.

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.
Accessories

- Dell Dock - WD19
- Dell Performance Dock - WD19DC
- Dell Thunderbolt Dock - WD19TB
Dell Mobile Pro Wireless Mouse - MS5120W

Dell Stereo Headset UC350

Dell Pro Hybrid Briefcase Backpack 15

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