

DELL Technologies

DELL LATITUDE

The world's most intelligent business PCs
with built-in AI¹



THE DELL LATITUDE FAMILY

Work wherever and however you need with small, light and stylish laptops and 2-in-1s designed for mobility and productivity. Stay connected with leading wireless and LTE options, next-level collaboration tools, and a broad array of ports and accessories. Ensure IT has proactive, predictive and automated solutions to deliver on the promise of a modern workday with Dell Technologies Unified Workspace. Featuring Dell Optimizer with Express features and Safe security solutions, Latitude continues to innovate as the world's most intelligent and secure commercial PCs.¹



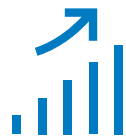
Select Latitude 9000 and 7000 systems are FirstNet Ready™
See important information on page 7

Why choose Dell Latitude



INNOVATIVE DESIGN

A new ultra-premium 9000 series redefines innovation for ultimate productivity. A redesigned 7000 Series and up-leveled 5000 and 3000 Series ensure Latitude products are smaller and lighter than ever with narrow border screens and advanced cooling solutions, so users can work comfortably anywhere. A wide array of ports allows for remote office or conference room setup. SafeScreen and camera shutter options keep your work private. A modern keyboard and touchpad increase comfort and productivity. Flexible choices of laptops or 2-in-1s are now offered with the same image and BIOS** to lessen IT complexity. Aluminum, carbon fiber and post-consumer recycled materials are built to last, having passed rigorous MIL-STD 810G tests. Sustainable choices including waterborne paint and ocean bound plastics are in more Latitude products as we reach EPEAT Gold rating and continue our commitment to end-to-end sustainability.



ALWAYS READY

Easy connections, untethered power, and smarter systems seamlessly increase the speed of productivity. Dell Optimizer uses AI and machine learning to automatically improve application performance, battery life and audio settings in the background. Latest 10th Gen Intel® vPro® processors offer businesses the performance, manageability and built-in security features while providing the foundation for future technology advancements. Choose Intel® Wi-Fi 6 (Gig+) for nearly 3x faster speeds and next-gen security to PCs and wireless networks.³ Or stay connected with choices of 4G LTE, 5G and eSIM capability. Plug in less with Dell's innovative Super Low Power panel and long-running batteries.



EMPOWERED EXPERIENCE

Workforce Transformation is about empowering both IT and end users with technology experiences that keep them productive and inspired at work. These types of experiences start with personalized hardware for each unique user, but continue through the life of the device ensuring optimized performance and uninterrupted workflow. With Dell Technologies Unified Workspace, IT can simplify the environment with automation and intelligence, while ensuring end users have what they need to stay productive, connected and collaborative. Additionally, IT can now manage thermals within the BIOS. It's not tied to software which saves on hard drive size and allows IT to focus on other critical software.

LATITUDE FAMILY TOP FEATURES

- Dell Optimizer with Express features to increase productivity
- Small and light devices to work anywhere
- Narrow border screens with privacy SafeScreen and camera shutter
- Intelligent audio and speakerphone* for better collaboration
- Premium carbon fiber and aluminum options
- Choice of OS including Chrome Enterprise
- High density batteries and Super Low Power panels for longer run time
- Scalable & flexible form factors; 2-in-1 option with the same image & BIOS**
- Fast connectivity options including Wi-Fi 6, 4G LTE, 5G design and eSIM⁶
- Up to latest 10th Gen Intel® vPro® Processors
- Advanced thermal solutions
- Most secure commercial PCs²
- Dell Technologies Unified Workspace
- Rigorous MIL-STD 810G testing for durability & reliability
- Sustainable packaging and supply chain choices

*speakerphone on 9510 ; **Configurable on 9510, 7410, 7310

See important information on page 7

Meet the Dell Latitude Family

LATITUDE 9510 LAPTOP OR 2-IN-1



All you need to carry is the world's smallest, lightest, most intelligent 15" business PC⁴. Work anywhere with a 15.0" InfinityEdge screen in a portable 14" size, with a full array of ports to connect to any work space. This new 9000 series device redefines ultra-premium, crafted from CNC aluminum, showcasing innovation for ultimate productivity. It breaks records with up to 34 hrs of battery life⁵ and starts at a mere 3.1 lbs / 1.4 kg. Integrated speakerphone plus intelligent audio settings automatically tune for elevated conferencing and collaboration. Choose Intel® Wi-Fi 6 or stay connected with options of 4G LTE, 5G smart antenna design and eSIM on the first Project Athena-verified business PC.⁶ Configurable as a laptop or 2-in-1.

LATITUDE 9410 2-IN-1 CONVERTIBLE



The world's smallest 14" business 2-in-1⁷ features up to 27 hrs of battery life⁸ so you can stay running anywhere. This stunning ultra-premium PC is crafted from machined aluminum, has a hairline brushed finish with diamond-cut edges and starts at 3 lb / 1.3 kg for ultimate portability. Start working faster with ExpressSign. See more, do more. The FHD touch screen with world's narrowest screen borders⁹ maximizes your work area and your productivity. Choose Intel® Wi-Fi 6 or stay connected with Gigabit LTE and new eSIM options on this Project Athena-verified device.

LATITUDE 7310 | 7410 LAPTOP OR 2-IN-1



The world's smallest 13" and 14" premium business laptops¹⁰ are redesigned to be smarter and lighter than ever. Start working faster with ExpressSign-in. Stay productive on the four-sided narrow display borders with new gen super low power panel for more battery savings and Corning® Gorilla® Glass for better readability. Keep your work private with camera shutter and SafeScreen privacy options. Features industry's first 4K Low Blue Light screen on a premium PC for eye comfort.¹¹ Smart antenna design keeps you connected by always adapting for the strongest signal. Choose Intel® Wi-Fi 6 or stay connected with Gigabit LTE plus new eSIM option on this Project Athena-verified PC. Available in premium carbon fiber or stunning aluminum. Configurable as a laptop or 2-in-1.

LATITUDE 7210 2-IN-1 DETACHABLE



Field-serviceable and the world's most secure 2-in-1 business detachable¹² delivers the high performance necessary to work wherever you need. The smallest device in the Latitude family offers many ways to work in an up-leveled versatile design. An auto-deploy kickstand can instantly power on. The brushed aluminum palm rest on the folio keyboard provides sturdiness and elegance. With all ports and security features in the tablet head, detach without worry. Corning® Gorilla® Glass DX offers up to 9% reduction in reflections and up to 15X better scratch resistance compared to Gorilla® Glass 5.¹³ Choose Intel® Wi-Fi 6 or stay connected with Gigabit LTE plus new eSIM option.

LATITUDE 5310 | 5410 | 5510 | 5411 | 5511 LAPTOPS



Our most scalable laptops are the world's smallest in their class¹⁴ and include the most powerful mainstream 5411 and 5511 business laptops with H-class processors.¹⁵ With a modern design and new lighter color, they offer flexibility to work wherever you need. Narrow border, anti-glare screens with touch options increase productivity. Discrete graphics options improve high-resolution video and graphic intensive applications. Connect to more accessories with a variety of ports including HDMI, RJ45, and USB Type-C™. Choose Intel® Wi-Fi 6 or stay connected with mobile broadband and new eSIM options. Push the boundaries and run more data intensive apps seamlessly on our powerful 5411 and 5511 featuring options of up to 10th Gen Intel® up to i7 6-Core™ H-class processors, 64GB DDR4 memory, 1 TB storage and battery up to 97 Whr.

LATITUDE 5310 2-IN-1 CONVERTIBLE



Our most scalable 2-in-1 is the world's smallest in its class¹⁶ with a modern design and new lighter color. The 13.3" FHD display with narrowest screen borders in its class¹⁶ provides an expansive work area, and a 360° hinge allows you to work wherever and however you need. Memory up to 32GB DDR4, storage up to 1 TB HD and battery up to 60 Whr offer scalability for different business needs. Connect to more accessories with available ports including USB Type-C™, optional Thunderbolt™ 3 and HDMI.

LATITUDE 3410 | 3510 LAPTOPS



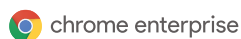
The world's smallest 14" and 15" essential business laptops¹⁷ are offered in a modern, grey finish. Narrow screen borders and optional FHD display minimize distractions to view work with complete clarity. As with all Latitude, start your day faster with an innovative sensor that powers on just by opening the lid. Log in quickly and safely with optional fingerprint reader on the power button. Stay connected without Wi-Fi with available mobile broadband and eSIM capability on the 15". Quickly dock or connect to peripherals with a broad array of port options including USB Type-C™, Type-A, HDMI and MicroSD slot.

LATITUDE 3310 2-IN-1 CONVERTIBLE



Exceed expectations with this flexible 2-in-1 convertible built for affordable productivity, wherever you work. The four modes - laptop, media, tent, and tablet – and optional world-facing camera open up a world of collaboration. Versatility is made real with ports for any work setup, including HDMI and USB Type-C connectivity.

LATITUDE 5400, 5300 2-IN-1 CHROMEBOOK ENTERPRISE



World's most powerful¹⁷ 14" laptop and 13" 2-in-1 Chrome Enterprise devices. Trusted Latitude features now with Chrome Enterprise. Versatility and performance meet a secure cloud-native experience with ProSupport.

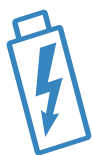
The world's most intelligent PCs featuring Dell Optimizer¹

New Latitude devices feature Dell Optimizer a built-in artificial intelligence software that learns and adapts to your behavior to create a smarter, more personalized user experience. It automatically improves application performance, battery run time and more in the background, so you have fewer disruptions no matter where you're working.



ExpressResponse

Dell Optimizer uses built-in AI and Intel® Adaptix™ Technology to learn how you typically use your favorite applications, continuously improving and applying settings – quietly, in the background - so you get the most nimble performance possible.



ExpressCharge

Eliminate the stress of low battery. This technology learns your day-to-day charging habits and ensures your battery operates at its full potential. If you can't charge your system right away, it will subtly adjust settings to preserve resources, such as dimming your screen or turning-off Bluetooth when not in use. When you connect to power ExpressCharge Boost will gain a 35% charge in about 20 minutes²¹ or up to 80% in an hour with ExpressCharge²².



ExpressSign-in

Dell Optimizer controls ExpressSign-in, a PC proximity sensor enabled by Intel® Context Sensing Technology to automatically wake your system and log you in via the IR camera and Windows Hello. It also automatically locks when you walk away, enhancing security and preserving battery life.



Intelligent Audio

Dell Optimizer's Intelligent Audio will automatically tune your system by adjusting background noise, managing speech volume, and refining overall sound experience. Every conference call will feel like you're in the room no matter where you are.

Recommended accessories

DELL LATITUDE

ON-THE-GO



DELL NOTEBOOK POWER BANK PLUS - USB C, 65 WH | PW7018LC

With fast high-power delivery of up to 65Wh, this power bank can charge the widest range of USB-C laptops, and mobile devices.



DELL PREMIER BRIEFCASE 15 | PE1520C

Designed to allow you to move quickly through TSA security checkpoints without removing your laptop, the Dell Premier Briefcase 15 (PE1520C) is your ultimate, earth-friendly travel companion.



DELL MOBILE ADAPTER SPEAKERPHONE | MH3021P

World's first multiport adapter with integrated speakerphone offers an all-in-one connectivity and conferencing solution.²³



DELL USB-C MOBILE ADAPTER DA300

Connect your Latitude to almost any device with a convenient 6-in-1 compact adapter and collaborate from any location.



DELL MOBILE PRO WIRELESS MOUSE | MS5120W

Connect your mouse conveniently via 2.4GHz wireless or bluetooth and enhance your productivity with programmable shortcut buttons and 36 months²² of battery life.



DELL PREMIUM ACTIVE PEN | PN579X

This Dell Active Pen allows you to easily take notes and stay organized with your Latitude 2-in-1.

AT THE DESK



DELL THUNDERBOLT DOCK | WD19TB

Work at full speed with Dell's powerful Thunderbolt Dock. Charge your system faster, support up to two 4K displays and connect to your peripherals via a single cable.



DELL ULTRASHARP 27 4K USB-C MONITOR | U2720Q

Experience captivating details and true-to-life color reproduction on this brilliant 27" 4K monitor with a wide color coverage.



DELL MULTI-DEVICE WIRELESS KEYBOARD AND MOUSE COMBO | KM7120W

Designed to work seamlessly across 3 devices, this compact keyboard mouse combo keeps your desk clutter-free and lets you stay productive with up to 36 months²³ of battery life.



DELL PRO STEREO HEADSET | UC350

Hear every word clearly on your next call with the Dell Pro Stereo Headset, optimized to provide in-person call quality.



DELL DUAL MONITOR STAND | MDS19

This space saving stand mounts up to two 27-inch monitors, providing the screen real estate you need to be most productive.

Built for business

Experience a new way to work with Dell Technologies Unified Workspace. Intelligence built in. Modernization built on.

We know that having the right device is just the start to a great workday. Employees need intelligent, intuitive and responsive experiences that allow them to work productively and without interruption. According to research, 1 out of every 4 users would question their job and the company they work for if they had a negative experience with their technology.¹ Dell Technologies Unified Workspace is transforming the employee experience and ensuring IT has proactive, predictive and automated solutions to deliver on the promise of a modern workday, while simplifying their ability to deploy, secure, manage and support their environment.



DEPLOY

ProDeploy in the Unified Workspace allows IT to move away from traditional, high-touch, manual deployment, and instead, ship devices preconfigured with company apps and settings from the Dell factory directly to their end users—having end users up and working on day one.



SECURE

Dell Trusted Devices provide a foundation to a modern workforce environment with invisible and seamless protection to ensure smarter, faster experiences. End users stay productive and IT stays confident with modern security solutions for the Dell Trusted Device.



MANAGE

Dell Client Command Suite + VMware Workspace ONE offers integrated capabilities that deliver a unified endpoint management experience for IT, enabling them to manage firmware, OS, and apps from one console, while also creating seamless experiences for end users.



SUPPORT

ProSupport resolves hardware issues up to 11x faster than the competition. ProSupport for PCs offers 24x7 access to in-region ProSupport engineers who contact IT when critical issues arise,² so you can focus on what's next, not what just happened.

ProSupport Plus helps IT stay a step ahead and virtually eliminate unplanned downtime due to hardware issues. You get all the capabilities of ProSupport, as well as AI-driven alerts to prevent failures and repairs for accidents.³

¹ ESG Research Report. 2019 Digital Work Survey, December 2019.

² Based on a Principled Technologies test report, "Spend Less Time and Effort Troubleshooting Laptop Hardware Failures" dated April 2018. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <http://facts.pt/L52XKM>

³ Based on a Principled Technologies test report, "Dell ProSupport Plus with SupportAssist warns you about hardware issues so you can fix them before they cause downtime" dated April 2019. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <http://facts.pt/Oxvze8>. Hardware issues detected by SupportAssist include hard drives, solid state drives, batteries and fans.

DELL LATITUDE

The world's most intelligent business PCs with built-in AI¹



1 Based on Dell analysis, November 2019. Dell Optimizer is compatible with 2020 Latitude devices with Microsoft® Windows OS, excluding Latitude 3310 2-in-1 and Chrome OS systems.

2 Based on Dell internal analysis, January 2020.

3 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 WAP3 certification which parameters are broadly available <https://www.wi-fi.org/discover-wi-fi/security>

4 Based on Dell analysis, December 2019, using publicly available data. The smallest refers to the total surface area.

5 Battery life is based on testing Latitude 9510 with Intel Core i5- 10310U, 16GB RAM, 256 GB SSD, 88Whr battery and FHD non-touch display, using the Mobile Mark 2014 benchmark test available at www.bapco.com. Test results are for comparative purposes only. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

6 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. First Athena-verified business PC based on Intel's design verification process, April 2020.

7 Based on Dell analysis, January 2020, using publicly available data. The smallest refers total surface area of the 2-in-1s.

8 Tested with Intel Core™ i5 processor, 8GB RAM, 128GB PCIe SSD, WLAN/WWAN, FHD Touch and 78 Whr battery, using the Mobile Mark 2014 battery life benchmark test, available at www.bapco.com. Test results are for comparative purposes only. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, usage, operating conditions, power management settings and other factors. Maximum battery life will decrease with time.

9 Based on Dell analysis, January 2020.

10 Based on Dell analysis, February 2020, using publicly available data. The smallest refers total surface area.

11 Based on Dell analysis, April 2020.

12 Based on Dell analysis, February 2020.

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

14 Based on Dell analysis using publicly available data, January 2020. Smallest compares the total surface area of 13", 14" and 15" mainstream business laptops respectively.

15 Latitude 5411 and 5511 are the most powerful when equipped with Intel® 10th Generation Core™ i7-10850H, NVIDIA® GeForce® MX250 NV graphics.

16 Based on Dell analysis, February 2020, using publicly available data. The smallest refers total surface area.

17 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 devices, June 2019.

18 Based on Intel testing in June 2019 using Google Drive application and Speedometer v2.0 benchmark on the Dell Latitude 5400 & 5300 2-in-1 Chromebook Enterprise equipped with Intel Core i7-8665U processor compared to the same systems with Intel Celeron N4305U. Actual performance will vary.

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

20 Based on Dell analysis in March 2020, using publicly available data. The smallest refers to the total surface area of the notebooks.

21 Based on Dell internal analysis, February 2019. 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 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.

22 Based on Dell internal analysis, February 2019. 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.

23 Based on Dell analysis, March 2020.