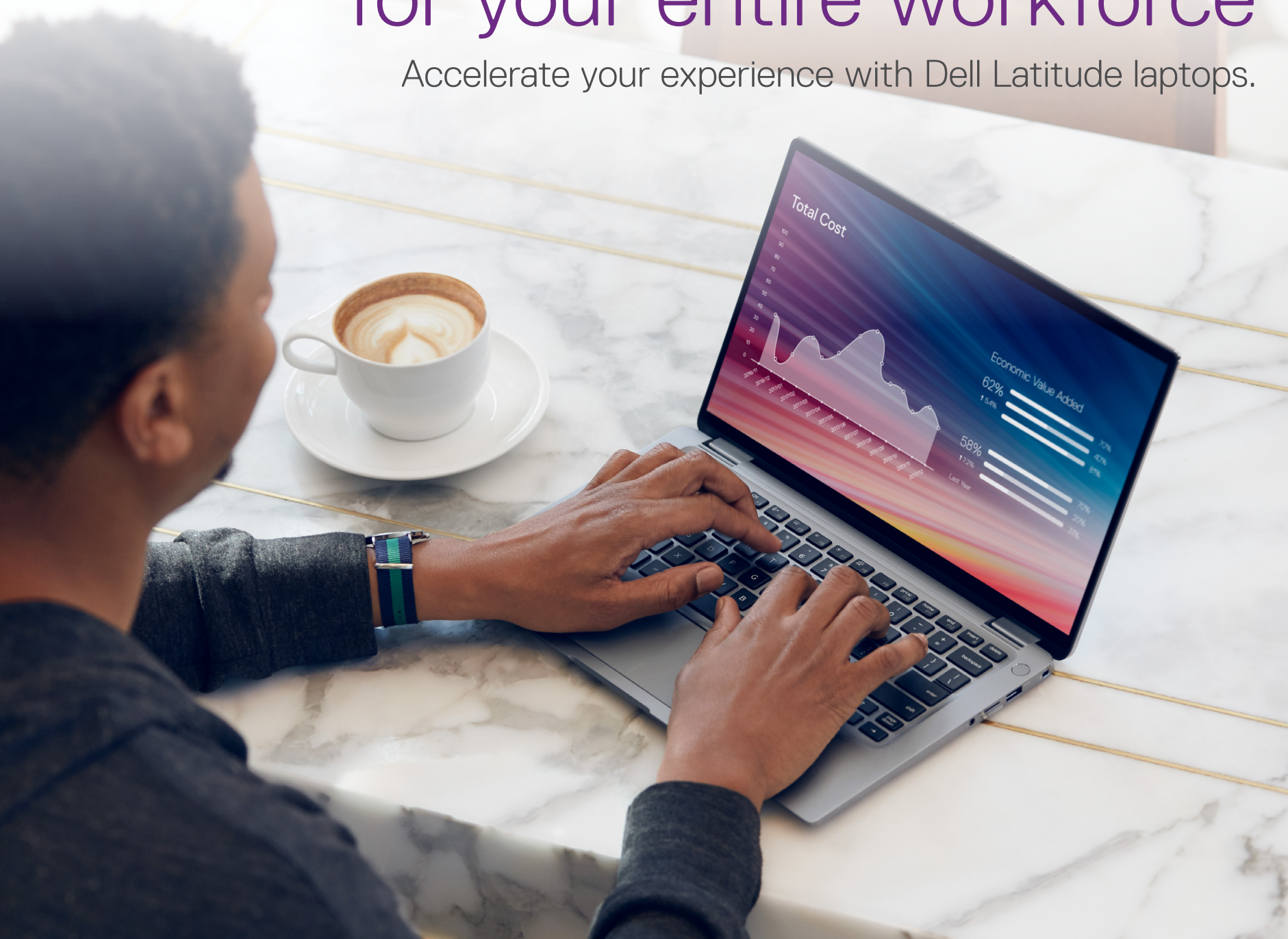


# Smarter, faster experiences for your entire workforce

Accelerate your experience with Dell Latitude laptops.



Dell devices powered by Intel® Core™ i7 processors.

# Work at full speed with Dell

Today's worker is on the go, working in multiple locations with the need to stay connected. They need to have access to information and collaborative tools that are quick and easy.

📍 **76%**

of survey respondents work in two or more locations<sup>1</sup>

📍 **52%**

work in three places weekly<sup>1</sup>

[Read the full report →](#)

Dell devices powered by Intel® end user's need to be connected so they can be productive without worry. We also understand the pain points and frustrations due to inability or slow connect time, loss of power and inflexible workspaces, while on the go. Get users to work faster by removing barriers to productivity so they can work more easily, efficiently and successfully wherever they are. Dell Latitude commercial laptops have been redesigned to provide faster, smarter user experiences:

- » Smaller, stylish systems built with sustainability in mind
- » Fast connectivity, collaborative features and long battery life to work from anywhere
- » The latest software to create a seamless, intuitive experience

To help IT provide users with ready-to-work experiences, we have introduced Dell Technologies Unified Workspace — the most comprehensive solution to deploy secure, manage and support virtually all devices from the cloud.<sup>2</sup>

<sup>1,2</sup> See page 9 for important details.



# Work at full speed — what end users want

Today, every worker needs an ecosystem of hardware, software and additional equipment to maximize their ability to be as productive as possible.

Motivation and engagement are key to optimizing the performance of every workforce member to make your business succeed. And motivation and engagement, in turn, are fueled by **technology that meets the user's needs for power, durability and convenience.**

Dell gives you highly tailored devices powered by Intel® that are designed for the unique ways people work to help them stay productive.

↕ **65%**

prefer to work for an organization that offers mobility and flexibility<sup>1</sup>

⚖️ **64%**

say technology plays a role in good work-life balance, resulting in higher motivation and engagement<sup>1</sup>

[Learn more about what today's workforce wants →](#)



<sup>1</sup>See page 9 for important details.

# The Latitude portfolio of products

The beautifully redesigned Latitude family powered by Intel® Core™ i7 vPro™ processors is packed with features that remove barriers so your user can be more productive.

## Get to work faster

Dell ExpressSign-in, an option with the 7400 2-in-1, helps you start up quickly without a password using innovative proximity sensor technology.

## Connect instantly

Dell ExpressConnect, an option on the 7000 notebooks, accesses the strongest Wi-Fi signal from any direction, delivering 40% average throughput improvement compared to a conventional antenna.<sup>3</sup>

## Stay productive longer

ExpressCharge lets you charge up to 80% in just one hour so you can power through the day.

## Don't compromise security

Built-in enterprise-class security with SafeID and SafeBios. ExpressSign-in and fingerprint readers save users the hassle of remembering passwords and offer lightning-fast, secure sign-on. The fingerprint reader is now available on the power button and Windows Hello-capable IR cameras offer a more trusted, biometric authentication. New features on select models include Dell SafeScreen and a new camera shutter option for enhanced security. Latitude continues to offer FIPS 201 contacted Smart

Card Reader or contactless Smart Card Reader with SafeID to protect user credentials. These laptops also support Dell's recently announced SafeBIOS utility, that gives customers added visibility to BIOS changes by verifying the firmware's integrity securely in the cloud.

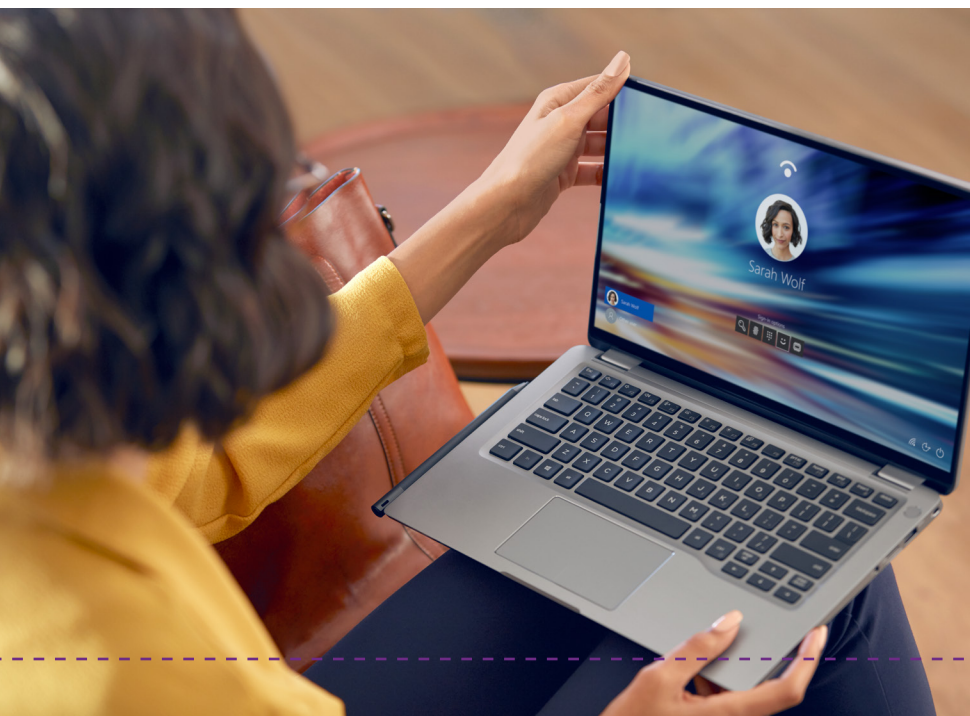
[Latitude product page →](#)

[View video →](#)



\* See page 9 for important details.





# Eliminate lags and downtime

We understand the frustration of waiting for a laptop to boot up, for a user to be recognized and for the right hot spot to connect. Our new Latitude solutions with Dell Solutions and Intel® overcome these obstacles with:

- » With Dell ExpressSign-in (available on Latitude 7400 2-in-1 only), the first PC **proximity sensor** enabled by Intel® Context Sensing Technology<sup>4</sup>, the system automatically wakes and locks, so end users can start work faster and finish more securely
- » Harness the ability to **shift quickly from mobile to desktop with a powerful Thunderbolt dock**. One cable does it all — powering laptop + multiple displays with lightning-fast data transfers. Dell USB-C docks offer the highest power delivery in the industry.<sup>5</sup>
- » Get Dell and VMware **out of the box authentication** and access to applications. Users are ready to go at sign-in. Plus, you can access everything you need from your PC, phone or tablet with the same consistent experience.
- » **Faster boot times** and more responsive performance with Intel® Optane Memory™ on select systems.
- » The latest 8th Generation Intel® Core™ i7 vPro™ processors increase productivity, manageability and security. Modern Standby (available on select models) keeps your PC connected, so you can wake and resume work faster.

[Latitude product page →](#)

<sup>4,5</sup> See page 9 for important details.





# Built to eliminate barriers

Dell Latitude featuring 8th Generation Intel® Core™ i7 vPro™ processors empower users to overcome connectivity limitations wherever they are, including:

- » Staying productive on the go. No more carrying a charger or searching for power with the world's longest battery life in a commercial 14" 2-in-1, up to 26 hours.<sup>6</sup> And when you need a charge, with Dell ExpressCharge you can charge to 80% in only one hour.<sup>7</sup>
- » Automatically join the strongest WiFi connection available with ExpressConnect on our Latitude 7000 series of notebooks.
- » No WiFi? Experience better streaming, downloading and video conferencing with up to 233% improvement in mobile broadband speeds gen over gen with Gigabit (CAT 16) option.<sup>8</sup> Stay connected with the first 4x4 dynamic antenna tuning solution in a PC<sup>9</sup> providing reliable mobile broadband in low signal areas. The extra two antennas act as additional "ears" for up to 70% faster speeds.<sup>10</sup>
- » No need to stop, regardless of environment. Systems undergo rigorous MIL-STD 810G testing for durability, have FHD Gorilla Glass display options for outdoor readability and feature high-density, long running batteries.

[View video →](#)

<sup>6, 7, 8, 9, 10</sup> See page 9 for important details.

No Limits



# Reinvent your workspace

Dell Latitude with Intel® Core™ i7 processors minimizes distractions with smarter, more intuitive and immersive experiences that support the way users work.

- » Stay focused and on task with smarter design. A drop-hinge, unique design allows for 4-sided expansive screens in a small body for immersive, edge-to-edge productivity.
- » Need more room to work? FHD monitors provide a nearly seamless view of your content across multiple monitors for you to work easily and unencumbered.
- » Configure your workspace however you want and need with total ecosystem solutions including innovative mounts and the new modular and serviceable Dell Thunderbolt Dock.



Minimize Constraints





# Transform workforce experiences with an intelligent, unified approach to IT

Dell Technologies Unified Workspace offers a comprehensive solution to deploy, secure, manage and support virtually all devices from the cloud.

We designed this revolutionary solution with intelligence and automation providing IT with visibility across the entire endpoint environment. We help provide IT with a unified approach to management and end users with smarter, faster experiences.

Our integrations across Dell hardware, Dell Services, VMware Workspace ONE and Secureworks can help save time, improve user experience, optimize resources and strengthen security.

Dell devices powered by Intel® and Dell Technologies Unified Workspace don't just benefit IT – they also provide users with hassle-free experiences, anytime flexibility and anywhere productivity.

See how you can give your end users flexible, hassle-free productivity →

## Dell Technologies Unified Workspace



# Work faster and stay productive longer

Get to work faster and do more than you thought possible with smaller, lighter designs and revolutionary features that help users be more productive.

And do it all on the redesigned Latitude notebooks powered by Intel® Core™ i7 processors — now with smaller footprints and new aluminum finishes across the entire portfolio.

<sup>1</sup> The Workers' Experience report ; based on a ResearchNOW custom study commissioned by Dell in the summer of 2018. <sup>2</sup> Based on Dell internal analysis of competitive products as of February 2019. <sup>3</sup> Based on an Ethertronics Engineering Test Report, December 2017, comparing Active Steering Antenna vs. Passive Antenna throughput performance at 53ft away from AP at 5GHz on a Dell Latitude 7490 laptop. <sup>4</sup> Based on Dell internal analysis, November 2018. <sup>5</sup> When used with Dell systems with USB-C. Based on Dell internal analysis of competitive products using publicly available data as of February 2019. <sup>6</sup> Latitude 7400 2-in-1 tested with Intel i5-8265U, 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](http://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. <sup>7</sup> 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. <sup>8</sup> Based on Dell internal analysis, Dec 2018, comparing max DL speeds on prior generation cellular radio supporting up to 300Mbps vs next generation supporting up to 1.0 Gbps. Actual results will vary depending on carrier network, users, location and other factors. <sup>9</sup> Based on Dell internal analysis, April 2019. <sup>10</sup> Compared to technology with 2x2 antenna design.

Conclusion





[DellEMC.com/WorkAtFullSpeed](https://DellEMC.com/WorkAtFullSpeed)