

Dell Technologies Launches New Era of PCs and Displays with 5G, AI and Premium Design for Work and Play

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News summary

- **Productivity gets boost with Latitude 9510, the world's most intelligent 15-inch 5G-ready business PC with built-in AI**
- **Thinner and smaller XPS 13 debuts its first-ever 4-sided InfinityEdge display for virtually borderless viewing experience**
- **Dell's top-of-the-range displays meet needs of wide variety of users**

Full story

Dell Technologies (NYSE: DELL) today unveiled new products and software across its premium Latitude, XPS and displays portfolios to help people innovate, collaborate and accomplish more in the next decade. Featuring artificial intelligence (AI), 5G and innovative design, the latest Dell Technologies' PCs and displays make work and play more seamless, intelligent and enjoyable.

"The PC industry has never been more vibrant with built-in AI, 5G and the best design we've ever seen, all to help make our lives easier and more fulfilled," said Sam Burd, president of Dell Client Solutions Group. "What's exciting to me is that, with all of the cool news we'll see come out of CES next week, the PC plays a central role in helping people innovate, influence and achieve more."

"PC users have become increasingly savvy about the devices they choose for work and play, gravitating toward more premium products that emphasize good design, strong performance and intuitive technologies," said Tom Mainelli, group vice president, Devices and Consumer, IDC. "Our research shows an increasing percentage of new employees are choosing jobs based on the devices employers offer, and both IT buyers and consumers are interested in PCs with next-generation display, connectivity and battery technologies."

Professionals can use their precious time on the work that matters most with the Latitude 9510, the most intelligent 15-inch business PC featuring built-in AI¹

Dell today introduced the [Latitude 9000 series](#), designed with the finest details in mind to be smaller and thinner than ever before, with a larger display and a superior experience. The new Latitude 9510 delivers what business users seek: the longest battery life of any 15-inch business PC with a target of up to 30 hours², 5G-ready design³, powerful audio features and intelligent solutions that increase productivity.

The Latitude 9510 is the world's smallest and lightest commercial 15-inch PC⁴, easily fitting into a small work bag. Starting at only 3.2 pounds⁵, professionals can travel light without carrying the extra weight of battery chargers, adapters or speakerphone pucks needed for a work day. The large screen size, along with Intel® Wi-Fi 6 (Gig+) and 5G mobile broadband capabilities⁶, allow executives to be more productive wherever they need. The design incorporates 5G antennas into the speakers to retain the InfinityEdge display, while carbon blade fans and dual heat pipes offer a quiet and cool-to-the-touch experience. Launching with up to the latest 10th Gen Intel® Core™ i7 processors, the vPro ready Latitude 9510 features a machined-aluminum finish with diamond cut edges for professionals that want performance with style.

As the world's most intelligent 15-inch business PC⁷, the Latitude 9510 leads the commercial PC industry with the first built-in and automated AI-based optimization technology. The new [Dell Optimizer](#) software works behind the scenes to help reduce lags, delays and frustration:

- **Get to work faster with ExpressResponse:** Based on user preferences and machine learning with Intel® Adaptix Technology, it launches frequently used applications faster, switches quickly between applications and improves overall application performance to boost productivity.
- **Improve battery life utilization with ExpressCharge:** AI and machine learning improves battery life utilization based on an employee's battery charge patterns and typical power usage. When critically low on battery, the Latitude 9510 will subtly adjust settings to preserve resources, like dimming the screen. It will also choose the best charging policy, like ExpressCharge Boost, which provides up to a 35% charge in 20 minutes⁸ to get running in a crunch.

- **Log in simply and securely with ExpressSign-in:** This senses a user's presence, enabling faster log-in and enhanced security with Dell's PC proximity sensor enabled by Intel® Context Sensing Technology and Windows Hello.
- **Ditch the speakerphone with Intelligent Audio:** The top-firing speakers, powerful amp and four noise-cancelling microphones provide life-like immersive collaboration, while Intelligent Audio allows users to hear and be heard better on conference calls, helping eliminate echoes and background noise, wherever they are.

Latitudes, like all [Dell trusted devices](#), are the industry's [most secure commercial PCs](#)⁹, so companies can be confident their endpoints are secure both below and above the operating system.

With Dell Technologies Unified Workspace, new Latitude owners are productive on day-one. This approach for end-user computing gives workers a frustration-free, ready-to-work experience while empowering IT with automated, open and intelligent management solutions that helps them easily deploy, secure, manage and support all devices within their organization.

XPS 13: First-ever four sided, virtually borderless InfinityEdge display

Dell today introduced the new [XPS 13](#), redesigned to achieve the most premium and superior computing experience with the finest materials, smaller and thinner profile and a larger display. Elegantly crafted with machined aluminum, carbon fiber, woven glass fiber and hardened Corning® Gorilla® Glass, the XPS 13 has a flawless finish in a durable, lightweight design.

For users that want maximum screen space, Dell is delivering its latest engineering feat — narrow bezels on every side, reducing the XPS 13's InfinityEdge borders and creating a smaller and thinner form factor than all other XPS predecessors. With a larger 16:10 display that spans from all four edges, the new 25% brighter XPS InfinityEdge¹⁰ display offers more screen space to multitask throughout the day and catch all the details of the latest binge-worthy show. And holding true to what XPS fans love most, this new design delivers a 13.4-inch display in an 11-inch form factor — fitting neatly on an airplane tray.

The XPS 13 offers 10th Gen Intel® Core™ processors and long battery life for the travelers, small business owners and creatives that need power and performance on the go. A larger touchpad, edge-to-edge keyboard, and one-handed opening strike the perfect balance between aesthetics and functionality. The new XPS packaging includes more sustainable materials and eliminates foam, making it easier for customers to recycle. Available options include the traditional XPS 13 with Windows 10 or the [Developer Edition](#) featuring Ubuntu 18.04LTS.

Stay connected and entertained with Dell Cinema Guide and Dell Mobile Connect

For binge-watchers, Dell Technologies today launched [Dell Cinema Guide](#), a one-stop-shop for searching streaming entertainment. Windows users can download the app; quickly and easily find television shows and movies across more than 200 streaming services within one simple content guide; and enjoy it all with the amazing color, sound and streaming of Dell Cinema¹¹.

Since its 2018 launch, [Dell Mobile Connect](#) has helped more than one million users avoid splitting attention between their PC and smartphone. This spring Dell Mobile Connect will expand its wireless transfer and app mirroring capabilities beyond Android phones and bring these functions to iOS phone users¹². XPS, Inspiron, Vostro, Alienware and G Series users with iOS phones will be able to directly access their favorite mobile apps, from reshare to social media, and take advantage of drag-and-drop file transfer and content mirroring straight from their Dell PC.

Dell's top-of-the-line monitors: See everything and do anything

Dell monitors have been No. 1 worldwide for the past six years¹³ meeting the varying needs of business users to gaming enthusiasts. Users can collaborate effectively with the new **Dell 86 4K Interactive Touch Monitor** that is digitizing yesterday's whiteboard. The **UltraSharp 43 4K USB-C Monitor** allows users to view content from up to four connected PCs simultaneously¹⁴ to maximize productivity. The new **UltraSharp 27 4K USB-C Monitor** with VESA DisplayHDR™ 400 offers wide color coverage for accurate color reproduction. Built for speed with incredible 99% sRGB color coverage, the new **Alienware 25 Gaming Monitor** features fast IPS technology that offers rich colors, a 240Hz refresh rate and a blazingly fast 1 millisecond gray-to-gray response time¹⁵, all in native FHD resolution. It also features AMD Radeon FreeSync™ technology¹⁶ and is NVIDIA G-SYNC® Compatible. Read more about the new Dell displays [here](#).

Join Dell at CES 2020

CES badge holders are invited to visit the #DellExperience at SUGARCANE restaurant at The Venetian to see Dell's latest products and speak with product representatives.

Not attending CES? Tune into the Dell Experience LIVE webstream on Tues., Jan. 7 at 10 a.m. PT. Read about Dell's four [CES 2020 Innovation Honorees](#); spanning its Alienware, OptiPlex and [Displays](#) portfolios.

Pricing and availability

Available on [Dell.com](#):

- XPS 13, starting at US \$999.99, available in the U.S., Canada, Sweden, UK, Germany and France Jan. 7 and available globally in February.
- XPS 13 Developer Edition, starting at US \$1,199.99, available in the U.S., Canada and select European countries in February¹⁷.
- Dell Cinema Guide, available to download now on any Windows 10 PC for free via the Microsoft store.
- Dell Mobile Connect with iOS data transfer and screen mirroring will be available to download for free from the Microsoft Store and come pre-installed on all Dell consumer systems this spring.
- Latitude 9510, starting at US \$1,799.00, available globally March 26.

- Dell 86 4K Interactive Touch Monitor (C8621QT) available globally April 10. Pricing to be shared near availability date.
- Dell UltraSharp 43 4K USB-C (U4320Q), starting at US \$1,049.99, available globally Jan. 30.
- Dell UltraSharp 27 4K USB-C Monitor (U2720Q), starting at US \$709.99, available globally Jan 30.
- Alienware 25 Gaming Monitor (AW2521HF), starting at US \$499.99, available globally March 11.

Additional Resources:

- Visit the [Dell CES 2020 press site](#) to watch Dell's CES 2020 news conference and get in-depth product info, images, releases and more.
- Connect with Dell via [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#)
- Follow the latest news on Twitter from [@Dell](#)

About Dell Technologies

[Dell Technologies](#) (NYSE:DELL) is a unique family of businesses that helps organizations and individuals build their digital future and transform how they work, live, and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio spanning from edge to core to cloud.

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[1] Based on Dell analysis, November 2019.

[2] Battery life is based on preliminary testing of Latitude 9510 with Intel Core i5- 10210U, 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.

[3] 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.

[4] Based on Dell analysis, November 2019. The smallest refers total surface area of the notebooks.

[5] Weights vary depending on configuration and manufacturing variability.

[6] 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.

[7] Based on Dell analysis, November 2019.

[8] When used with Dell systems with ExpressCharge. Either automatically with Dell Optimizer or by manually selecting ExpressCharge via Dell Power Manager, users can recharge system battery from 0% up to 35% within 20 minutes when system is powered off. With ExpressCharge mode enabled, the system battery can then continue charging up to 80% within 60 minutes when system is powered-off. 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.

[9] Based on Dell internal analysis, January 2019.

[10] Based on Dell internal analysis, Nov 2019.

[11] Subscription may be required to view content on some streaming services.

[12] File transfer on iOS is limited to photos and videos. App mirroring and file transfer on iOS coming Spring 2020.

[13] Source: IDC Worldwide Quarterly PC Monitor Tracker, Q3 2019

[14] 4K in single screen mode; Full HD in multi-screen mode via Picture-by-Picture.

[15] 1ms gray-to-gray response time is achieved in Extreme Mode.

[16] FreeSync requires a monitor and AMD Radeon™ graphics, both with FreeSync support. See [www.amd.com/freesync](#) for complete details.

Confirm capability with your system manufacturer before purchase. GD-127[17] Price based on the following configuration: i5 |8|256|FHD NT.

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