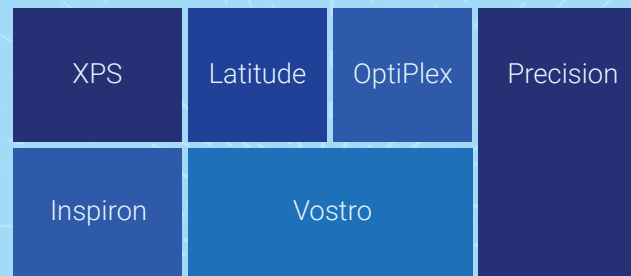# Our new client product naming

After extensive conducted research and feedback from partners and customers, we're streamlining our client brand portfolio.
As a leader in the PC industry with a 40-year history of dedication to modernization and innovation, we're introducing a new naming framework that reflects our commitment to you and your customers. This update emphasizes our ongoing promise to build solutions that make technology more accessible and intuitive.

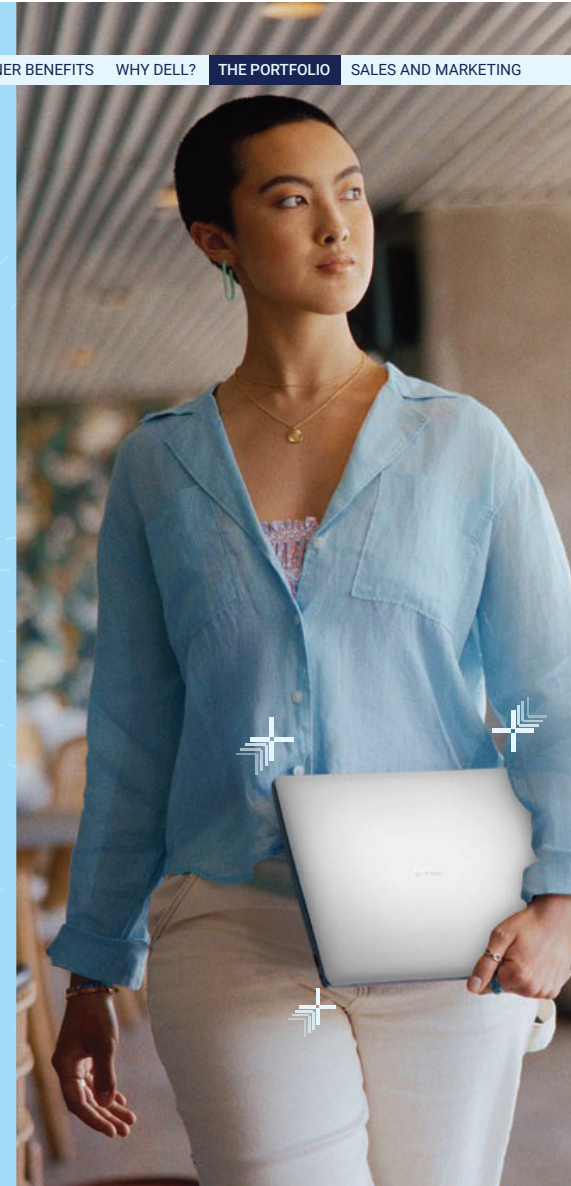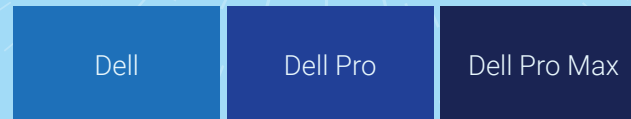**Dell** - Designed for play, school and work

Dell Pro - Designed for professional-grade productivity

Dell Pro Max - Designed for maximum performance.

Current Product Framework

XPS	Latitude	OptiPlex	Precision
Inspiron	Vostro		

New product branding framework

Dell	Dell Pro	Dell Pro Max

NEW PRODUCT TIERS

These product tiers apply to our new laptops, desktops, accessories and displays.

DELL PRO PREMIUM

Most mobile and design forward

DELL PRO PLUS

Most scalable performance

DELL PRO

Essential performance and productivity

2025: NEW DELL PORTFOLIO

A unified and simplified portfolio

Within our product lines of Dell, Dell Pro and Dell Pro Max, we will have consistent product tiers, making it easier for you and your customers to select the right products for their needs.

> Learn More

A COMPLETELY REDESIGNED PORTFOLIO FOR THE MODERN EMPLOYEE

WHAT THIS MEANS FOR YOU:

- Easier to learn our portfolio and transact online
- Cleaner and more consistent delineation - easier to identify and find the right devices
- Unified approach across client PCs, displays, peripherals and services
- Clearer understanding within a particular product line: for example, find the PCs best for performance or scalability
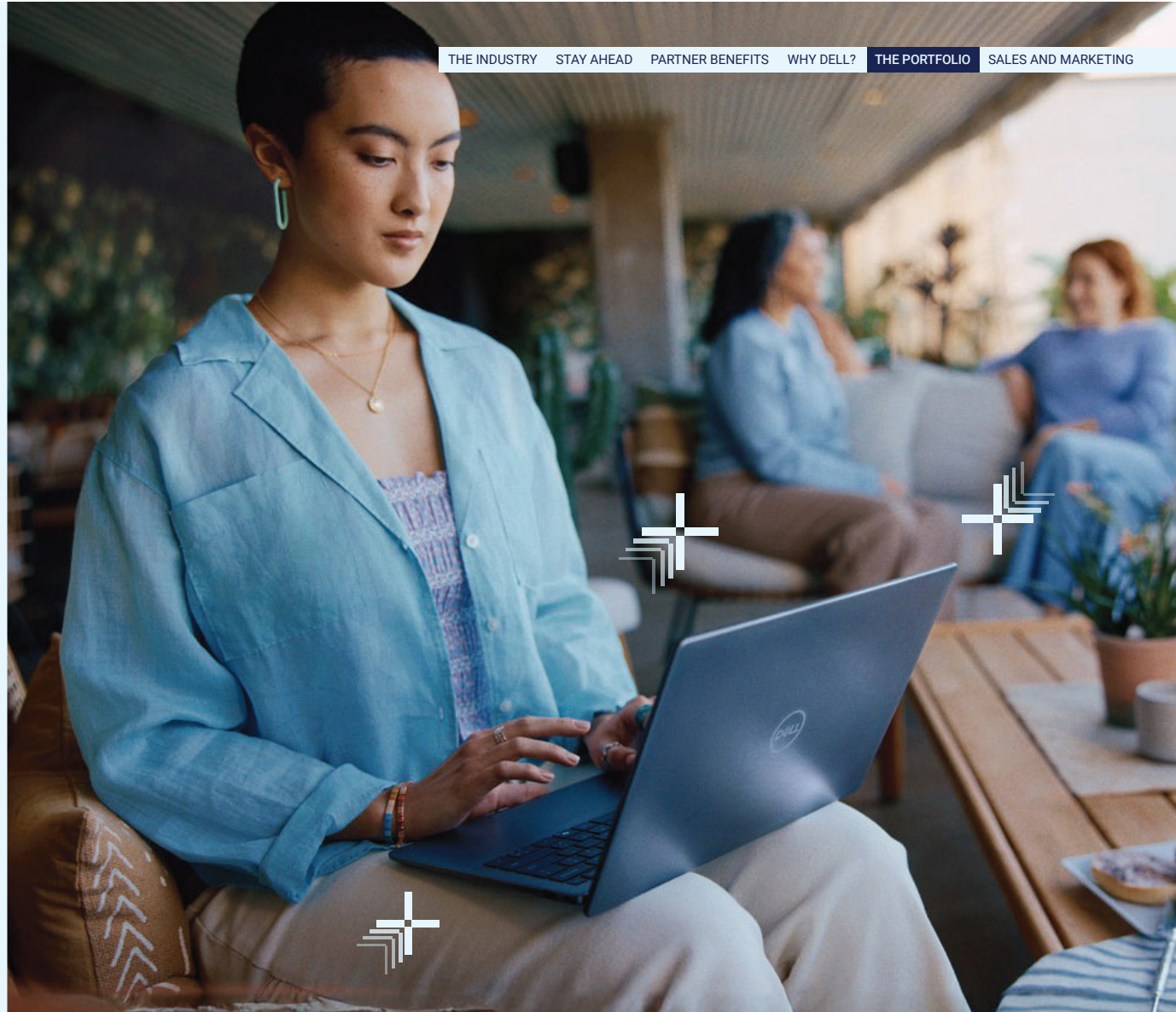
WHAT THIS MEANS FOR YOUR CUSTOMERS:

- Simpler and clearer product differentiation
- Easy to find the products and solutions to drive better results
- Enhanced and simplified shopping experience

Here's what we're launching

As the industry shifts to embrace the newest technologies including AI, we are launching our new portfolio of client PCs, workstations, monitors and accessories to help organizations be successful.

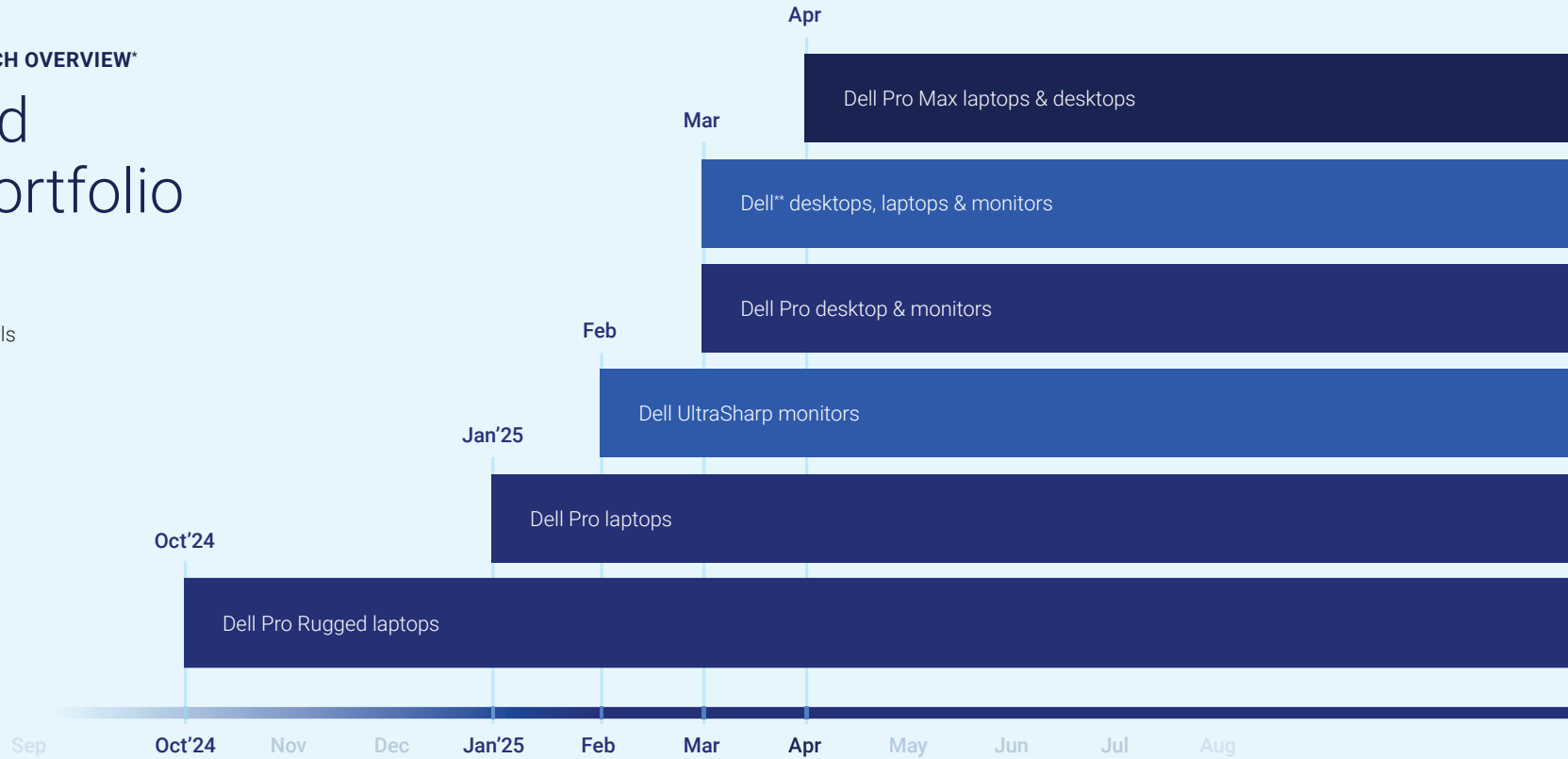Explore our new product lines and the latest devices on the following pages.

DELLTechnologies

2025 CLIENT PORTFOLIO LAUNCH OVERVIEW*

A unified and simplified portfolio

A portfolio designed for professionals in a managed IT environment.

Apr

Dell Pro Max laptops & desktops

Mar

Dell** desktops, laptops & monitors

Dell Pro desktop & monitors

Feb

Dell UltraSharp monitors

Jan'25

Dell Pro laptops

Oct'24

Dell Pro Rugged laptops

➕ 2024 Portfolio for reference

Sep   **Oct'24**   Nov   Dec   **Jan'25**   **Feb**   **Mar**   **Apr**   May   Jun   Jul   Aug

*Dates may vary by region and country.

**Included to provide full overview of the Dell Portfolio. Dell devices are designed for play, school and work.

2024 Portfolio for reference

Latitude — Laptops and 2-in-1s

	11"	13"	14"	15"	16"
3000			3450	3550	
5000		5350	5450/5455*	5550	
7000		7350**/7350 Detachable	7450/7455*		7650
9000			9450		
Chromebook	3120				

* Copilot+ PC powered by Qualcomm Snapdragon **7350 Detachable and Laptop options

OptiPlex — Desktops and Thin Clients

	Desktop				All-in-One
	Tower	Small Form Factor	Micro	Thin Client	24"
Standard Config	x	x	x	3000	x
Plus Config	x	x	x		x
Long Life Cycle	XE4	XE4			

Precision — Mobile Workstations

	14"	15"	16"	17"
3000	3490	3590		
3000*		3591		
5000	5490		5690	
7000			7680	7780

*With Intel H processor

Precision — Towers & Rack Workstations

	Rack	Tower	Compact/SFF
3000		3680	3280 & 3460
5000		5860	
7000	7960	7875* & 7960	

*Launched December 2023

Latitude — Rugged

	10"	12"	13"	14"
PC & Tablet	7030*	7230	7330	5430

Monitors

	Monitor	USB-C Monitor	Video Conferencing	Curved Hub Monitor
P Series				
22"	P2225H			
24"	P2425H & P2425*	P2425HE & P2425E*	P2424HEB	
27"	P2725H	P2725HE	P2724DEB	
34"			P3424WEB**	P3424WE
UltraSharp				
24"	U2424H	U2424HE***		
27"	U2724D	U2724DE****		
34"				U3425WE
40"				U4025QW

*16:10 **Curved Monitor ***Hub Monitor ****Thunderbolt™ Hub Monitors

Headsets

	Entry	Mid	Premium
Wireless	WL3024	WL5024	WL7024
Wired	WH3024	WH5024	

Carry Cases

Dell Ecoloop Essential Backpack 14-16	CP3724	
Dell Ecoloop Essential Briefcase 14-16	CC3624	
Dell Ecoloop Pro Classic Briefcase 14	CC5425C	

Keyboards

Wireless	KM555
Wired	KB525C

Products and offerings may vary by country. Please contact your account manager for further details.

DELL PRO LAPTOP FAMILY

Amplify customer productivity

Designed for connectivity and collaboration, the Dell Pro laptop family combines flexibility and scalability in lightweight, portable designs. Powered by Intel® Core™ Ultra processors and Intel® Core processors, they deliver exceptional performance, built-in security, leading manageability, and seamless integration within a world-class ecosystem.

+ Attach Displays & Client Accessories

Dell Pro 13/14 Premium
Ultra-light Copilot+ PC offering exceptional battery life in the Dell Pro laptop family's most premium design and lightest and quietest form factors.

+ Explore Dell Pro 13/14 Premium

Dell Pro 13/14/16 Plus
Reliable AI PCs, offering scalable performance and seamless connectivity in a durable and sleek design.

+ Explore Dell Pro 13/14/16 Plus

Dell Pro 14/16
Durable AI PCs that deliver essential business productivity and security.

+ Explore Dell Pro 14/16

Help customers manage their fleet of PCs easily on the most secure and manageable commercial PCs*.

*Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with 3rd Party Management Solutions, with competitor update processes, systems management solution capabilities and integrations with 3rd party management solutions. 3ʳᵈ Party Management Solutions - Microsoft Intune, Workspace ONE, are separate purchases. Intel vPro, to support out-of-band systems management, is an additional system configuration upgrade. Most secure commercial PCs. Based on Dell internal analysis, October 2024. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. Validated by Principled Technologies. A comparison of security features, April 2024.

Dell Pro 13/14 Premium

Premium mobile design

- Our lightest 13" and 14" products in the Dell Pro laptop family[1], crafted with a durable 90% recycled magnesium chassis

- At your desk or on-the-go, your PC runs ultraquiet thanks to a new dual-fan system that increases airflow by 20%[1].

- Bring your work to life with vibrant colors against a true black background. Available later this year on the 14", opt for a Tandem OLED display that is 24% more power efficient and 49% lighter than traditional rigid OLED displays.[1]

- Sleek Zero-Lattice Keyboard with wide and deep keys for comfortable typing

- Reduces the keyboard's power usage by up to 75% and extends battery-life by approximately 4 hours.[2]

AI PC with exceptional battery life

- Effortlessly tackle complex workloads with outstanding performance, efficiency and battery life powered by Intel® Core™ Ultra 200V series processors

- Amplify your productivity with unique Copilot+ PCs AI experiences running on-device.[3]

Enhanced collaboration

- Unleash your best self with the only commercial laptop featuring a standard 8MP + IR camera with HDR technology[4] – delivering crystal-clear video calls and vibrant visuals in any light.

- Collaboration Touchpad allows you to quickly access and control your mic, camera, screen share and chat while in a Microsoft Teams or Zoom meeting

- Experience exquisite sound quality with two top-firing speakers and two bottom-firing speakers, Hi-Fi Audio, and sound that is up to 29% louder.[5]

Dell Pro 13/14/16 Plus

Scalable productivity

Dell Pro Plus is the world's most scalable mainstream business laptop[1], featuring a variety of configurations to fit the needs of your workforce - all on the same system BIOS for simplified ordering and management.

- Laptop or 2-in-1 form factors

- Up to 5MP IR cameras with HDR technology and manual camera shutters

- Optional mobile broadband[2] connectivity with either 4G LTE or 5G wireless cards[2]

- Variety of display options, including touch and ComfortView Plus

AI PC options with exceptional battery life

- Effortlessly tackle complex workloads with outstanding performance, efficiency and battery life powered by Intel® Core™ Ultra processors (Series 2)

- Copilot+ PCs[3] available on configurations with Intel® Core™ Ultra 200V series processors for advanced on-device AI experiences.

Sustainable and sleek design

- Lightweight and durable with a 50% recycled aluminum top cover and palmrest[4]

- Dell Pro Plus is designed with an improved thermal solution that is up to 30% quieter the previous generation.[5]

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[1] Based on Dell internal testing, November 2024

[2] Mobile Broadband antenna and module available only at time of system purchase. Mobile Broadband subject to service provider's broadband subscription and coverage area; additional charges apply. eSim technology subject to regional carrier/service provider availability & service provider's data plan subscription; additional charges apply. Check availability with your service provider.

[3] Copilot+ PC experiences require free updates. Timing varies by device and region. See aka.ms/copilotpluspcs.

[4] Based on internal analysis, January 2024. Final sustainability numbers to be released at a later date.

[5] Based on Dell internal testing, November 2024. The claim applies for Dell Pro Plus configurations with an Intel® Core™ Ultra 200U series processor or Intel® Core™ processor.

Dell Pro 14/16

Essential business-class performance

- Intel 13th Gen CPU up to the latest Intel® Core™ Ultra processor options

- Fast connectivity with an array of options including Wi-Fi 6, Wi-Fi 6 E and a Wi-Fi 7 capable wireless card

Balanced Productivity

- Ideal for conference calls with an FHD IR camera with HDR technology (simultaneous multi-expose high-dynamic range technology and manual privacy shutters on all cameras)

- Hardware security options like Optional fingerprint reader and Windows Hello with FHD IR camera

- More screen real estate with narrow bezel and 16:10 aspect ratio[1]

- Larger battery options and available super low power displays further optimize battery life.

• Modern design for any business

- World's first commercial PC built with a modular USB-C ports that is more durable and enables easier repairs[1].

- Designed with 30% PCR content in chassis[2]

- Batteries made using recycled cobalt[2]

[1] Applies to Dell Pro notebooks launching in 2025. Based on internal analysis, November 2024.
New USB-C port design is a screwed-on connection for easier repairs and improved durability. Read warranty information for USB-C port replacement.
[2] Based on internal analysis, January 2024. Final sustainability numbers to be released at a later date.

Dell Pro Laptop Family:
Complementary Displays & Client Accessories

Dell Pro Wireless ANC Headset - WL5024
Elevate workday communication with a headset that comes equipped with an AI-based microphone and Hybrid Active Noise Cancellation, designed to reduce background noise, ensure comfort, and bring productivity to the next level.
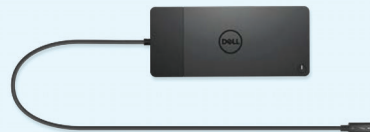
Dell Pro 24 Plus USB-C Hub Monitor - P2425HE
Certified by TÜV for 4-star eye comfort, this FHD hub monitor offers enhanced visual comfort and up to 90W of power delivery. Connect accessories with a wide variety of ports and enhance efficiency via daisy chaining.

Dell Pro 14-16 Plus EcoLoop Briefcase - CC5425C
Thoughtfully designed with 360º foam cushioning with anti-scratch nylex lining and multiple compartments. The exterior main fabric is made with recycled ocean-bound plastic from approximately 8 recycled plastic bottles.

Dell Pro Compact Silent Keyboard and Mouse - KM555
This silent, space-saving keyboard and mouse combo fits anywhere and minimizes disruptions in open office environments. Effortlessly connect and switch between two devices with dual-mode connectivity.

Dell Thunderbolt 4 Dock - WD22TB4
Modular thunderbolt dock with swappable modules for easy upgrades and SuperBoost technologies for fast charging. Connect displays and peripherals to the system with a single cable for ultimate productivity.

Dell Pro Plus Active Pen - PN5122W
Write with precision and accuracy with the Dell Active Pen. The tilt feature and the cone shaped nib offers a natural and comfortable writing experience. Ideal for everyday productivity and built to last with 12 months battery life.*

*Based on Dell analysis of battery life usage model calculations, Oct 2021. Results vary depending on use, operating conditions and other factors.