TABLE OF CONTENTS

Why Latitude 2
Latitude Portfolio 3
At-a-glance
Innovative Design 4
Intelligent Collaboration 5
& Performance
Advancing Sustainability 6
Dell Optimizer 7
Personas Overview 8
Latitude 9000 Solutions 9
Latitude 7000 Solutions 10
Latitude 5000 Solutions 12
Latitude 3000 Solutions 13
Important Information
FAMILY BROCHURE

LATITUDE

Work anywhere on the world’s most intelligent¹ and secure business PCs.²
Small, light, and stylish business laptops and 2-in-1s designed for mobility and productivity.

Intelligent collaboration and connectivity
Latitude PCs feature intelligent collaboration, connectivity, and privacy features to confidently work anywhere. Stay connected with Wi-Fi 6E, 5G, 4G LTE and eSIM options.⁴

Performance for productivity
Powered by Intel vPro® with 12th Gen Intel® Core™ processors, fast memory options and advanced thermals to keep systems cool, these PCs can handle today’s multi-tasking demands.

Sustainable design
Our most sustainable Latitude Portfolio works toward meeting our goals so you can meet yours. 100% recycled or renewable packaging is used across new Latitude PCs.³⁵

See important information on last page
FAMILY BROCHURE

LATITUDE

9000 Series
9430 Laptop or 2-in-1

7000 Series
7330 Laptop or 2-in-1
7420 Laptop or 2-in-1
7530 Laptop

5000 Series
5330 Laptop or 2-in-1
5430 and 5530 Laptops
5431 and 5541 Laptops

3000 Series
3330 Laptop or 2-in-1
3420, 3520 Laptops

- Fast connectivity options including Wi-Fi 6E, 5G, LTE, and eSIM*
- Small and light devices to work anywhere
- World's most intelligent² and secure business PCs²
- Express features to increase productivity
- Scalable and flexible form factors; 2-in-1 options with the same model number & BIOS**
- Advanced thermal solutions to keep your PC cooler and quieter
- Intelligent Privacy, SafeShutter, and SafeScreen options
- Rigorous MIL-STD 810H testing for durability and reliability
- Available FHD IR cameras with dual sensors for high quality video and ExpressSign-in
- Intelligent Audio with Neural Noise Cancellation and speakerphone* for seamless collaboration
- InfinityEdge and narrow border screens with built-in ComfortView Plus
- Available Intel vPro® with 12th Gen Intel® up to Core™ i7 processors and an Intel® Evo™ design on 9000 & 7000
- World-renowned battery life and Super Low Power panels for longer run time
- EPEAT Gold, 100% renewable or recyclable easy-to-open packaging, and end-to-end sustainable choices

* Speakerphone on 9000
** Latitude 9430, 7330, 7430, 5330, and 3330 configurable as 2-in-1

See important information on last page
Optimal cooling
Latitude thermal innovations include Dell’s unique Dual Opposite Outlet fan to push the boundaries of performance while keeping systems cool. Users can finely tune the perfect balance of performance vs cooling vs battery run time with Dell’s User Selectable Thermal Tables.

ComfortView Plus
Narrow border displays have built-in ComfortView Plus, an always-on hardware feature that reduces harmful blue light while delivering excellent color.

Modern flexibility
A wide array of ports and tested accessory recommendations allow for flexible desk setup or on-the-go solutions.

Flexible choices of laptops or 2-in-1s are offered with the same model number, lessening IT complexity.

Enterprise-level Security and Durability
Latitude PCs offer enterprise-level security features including Dell SafeID, Dell SafeBIOS, fingerprint readers, contacted and contactless smart card readers, and lock slot options.

Aluminum, carbon fiber, and post-consumer recycled materials are built to last, having passed rigorous MIL-STD 810H tests.
Intelligent collaboration and performance

With hybrid work, users need secure and reliable technology to stay productive no matter where work happens. Latitude PCs are designed with unparalleled collaboration, connectivity, and privacy features for users to confidently work anywhere.

- High-quality cameras with Intelligent Privacy
- Intelligent Audio for clear collaboration
- Unparalleled connectivity options
- Performance built for today’s multi-tasking demands
Advancing sustainability

Our most sustainable Latitude Portfolio works toward meeting our goals so you can meet yours. At Dell Technologies, we’re committed to protecting our customers and our planet. That’s why we provide secure and responsible recycling options for both consumers and businesses around the world.

<table>
<thead>
<tr>
<th>Packaging Innovation</th>
<th>Design</th>
<th>Recycled material</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>100%</strong> Recycled or renewable materials are used in all new Latitude packaging. Easy to open and uses less carbon to ship, it’s the 1st to meet our 2030 moonshot goals.</td>
<td><strong>1st</strong> Latitude 5000 were the 1st PCs to use reclaimed carbon fiber and tree-based bioplastic.</td>
<td><strong>50%</strong> We’re using up to 50% recycled material, including up to 28% ocean-bound plastic in select components of Latitude.</td>
</tr>
</tbody>
</table>

**LATITUDE IS**

- **90+** EPEAT registered products.
  -> EPEAT
- **100%** EPEAT Gold in 2022 products.
  -> EPEAT
- **35+** TCO 8 certified configurations.
  -> TCO
- **8.0** ENERGYSTAR® throughout the portfolio.
  -> ENERGYSTAR®
Dell Optimizer
We make it intelligent. You make it yours.

Dell Optimizer revolutionizes the way you work by fueling the world’s most intelligent PCs. It is a business, AI-based optimization software that learns and responds to the way you work and is designed to automatically improve application performance, battery run-time, audio settings and privacy - all in the background while you’re working.

Accomplish anything with built-in intelligence that learns and adapts.

Intelligent privacy anywhere
Onlooker detection lets you texturize your screen when an intruder is detected, and Look Away Detect darkens the PC screen based on user behavior.

Faster sign-in
ExpressSign-in’s proximity sensor detects your presence to wake on approach before Windows Hello logs you in via facial recognition.

Extended power
ExpressCharge analyzes your power usage habits to improve PC battery utilization, extend run time, and charge your system faster.

Enhanced audio
Intelligent Audio delivers audio and mic enhancements and reduces background noise using Neural noise cancellation.

Improved performance
ExpressResponse analyzes how you use your preferred apps to boost performance.

Simplified manageability
Elevate work experience with an easy-to-manage application that provides a seamless experience for both end-users and IT decision-makers.

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HYBRID WORK SOLUTIONS

TAILORED, PERSONA-BASED EXPERIENCES

The future of work is hybrid

Organizations embracing the hybrid work model are putting the employee experience at the center of their success. At Dell Technologies, we have redefined our commercial end user personas to address the unique work styles and pain points of the hybrid workforce. We’ve eliminated the guesswork from choosing the right tools for the job with thoughtfully curated solutions tailored to each end user’s needs. Discover persona-based solutions for your workforce today.

**Builder**
Builds businesses and relationships
Creates and executes strategic vision. Moves companies forward developing relationships with external stakeholders and partners.

**Connector**
Connects people and data
Manages plans and data to advance projects and optimize output. Enables progress by balancing between collaboration and shielding the team.

**Producer**
Produces results while taking on tasks
Focuses on productivity to deliver desired outcomes. Achieves success with focus on accomplishing tasks.

**Specialist**
Specializes in creative or complex work
Generates focused work and performs detailed analysis. Solves difficult challenges in a logical and detail-oriented manner.
LATITUDE
9430 LAPTOP OR 2-IN-1

Recommended Solutions

LAPTOP OR 2-IN-1

 Builders: Motivation
Are constantly connected via several devices across multiple workspaces

Thrive using simplified and effective communication

Require a high degree of aura across lifestyle and devices

 Builders: Challenges
Face challenges when setting up devices across workspaces and devices

Need to collaborate and be connected no matter where they are

Work best in a clean and efficient workspace

Are regularly managing connectivity and power


Latitude 9430 Laptop or 2-in-1

Recommended Solutions

These devices are made for execs and highly mobile leaders who are driven to grow the business and want style and productivity without compromise.

Builders: Motivation

10% of the workforce

Most Mobile of the personas

76% have multiple workspaces

See important information on last page
Our 7000 series offers a broad range of premium features that provide an amazing screen experience, intelligent performance, and built-in security and privacy.

These laptops and 2-in-1s are designed for team leaders and managers that are driven to connect teams and need high performance with seamless collaboration and connectivity for at-the-desk or on-the-go versatility.

**Connectors: Motivation**
- Are quick to respond and are the center of communication
- Are twice as efficient multitaskers
- Assist in the sharing and connecting of people and information

**Connectors: Challenges**
- Need to constantly listen in on meetings
- Have to find a balance between virtual work sessions and traditional in-person meetings
- Need twice the interoperability for docking and peripherals

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**Most Use**
- of productivity-based apps

**19%**
- of the workforce

**68%**
- have multiple workspaces

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See important information on last page
The world’s smallest, lightest, and most scalable PCs in their class. These laptops and 2-in-1s are designed with versatility for those who aim to produce results and strive for efficiency. They offer the highest security and scalable performance for desk productivity with the flexibility to work anywhere.

Producers: Motivation
Focus on efficiency
Goal-oriented and customer-centric
Focus on time to completion as a measure of success

Producers: Challenges
Can’t work on slow and unreliable devices
Will delay focused work until they’re in an optimal ergonomic setting
Distracted by background noises
Think status meetings get in the way of real work

Producers make up over half of the workforce with representation across many industries

22% engage in more independent work
52% work from only one location

Latitude 5330, 5430, 5530
Recommended Solutions
Our most powerful Latitude devices that feature higher processing and graphics power, faster memory, built-in security, and Intelligent Privacy.

These powerful devices are designed for those in specialized and complex fields, performing analyses and detailed work. They need top performance and security options for desk productivity with the flexibility to work anywhere.

Specialists: Motivation
- Produce expert level deliverables
- Get a sense of satisfaction and pride in seeing their projects drive outcomes
- Are excited by the challenge to solve complex problems and deliver unique solutions

Specialists: Challenges
- Disruption in speed and power
- Interruption in deep focus
- Need for expansive, multiple displays and custom peripherals
- Inability to access optimal software

Latitude 5431, 5531

Recommended Solutions

See important information on last page
3330 LAPTOP OR 2-IN-1
3420 | 3520 LAPTOPS

These laptops are for budget-conscious professionals in business, education, and the public sector who are driven to produce results and strive for efficiency.

Maintain cost competency without sacrificing enterprise-level security and productivity that empowers you to work from anywhere.

Featuring Intel 11th Gen Intel® Processors up to Core™ i7.

Select a 13”, 14” or 15” display, upgrade to the FHD IR camera for crisper video, take advantage of the mechanical privacy shutter for added privacy control, and experience faster wireless performance, expanded capacity, and more efficient bandwidth with Wi-Fi 6.

Utilize two networks at once with ExpressConnect on the 3330, the world’s new lightest and most intelligent 13” essential PC.

Empower collaboration on the 3330 2-in-1, the first-ever convertible in a 13” 3000 series—with its 360-degree hinge, Dell Active Pen support, and four working modes: Laptop, tent, tablet and stand.

Latitude 3330, 3420, 3520

Recommended Solutions

See important information on last page

2. Based on Dell analysis, January 2021.

3. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis.

4. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

5. Based on Dell analysis of publicly available data performed in May 2021.

6. Based on internal analysis, November 2021.

7. In new Latitude 5000 products, up to 50% in the battery frame, up to 35% in the palm rest, 28% recycled ocean-bound plastic in the fan, and up to 18% recycled carbon fiber in select lids.

8. EPEAT registered where applicable. EPEAT registration varies by country. See www.epeat.net for registration status by country.

9. Based on Dell analysis, October 2021.

10. Based on Dell analysis, October 2021.

11. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

12. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis.


15. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis.

16. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

17. Based on Dell analysis, November 2021.

18. TBD


20. Intelligent Privacy features not available on 7330 Ultrathin.

21. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis. Simultaneous Data Transfer works with wired and wireless networks. For select Dell platforms, a USB Wi-Fi adapter is required to connect a second Wi-Fi network.

22. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

23. Compared to last year’s 7000 series models.* Quieter operation refers to the level of noise generated by the fan under the heavy load.

24. Percentage of Bio-based and recycled content by weight: up to 39% bio-based material in bottom bumpers, up to 50% recycled plastics in the battery frame, up to 35% recycled plastic in the palm rest, and up to 18% recycled Carbon Fiber in the lid. Statements applies to Latitude 7430 and 7530, starting March 2022. Based on Dell Analysis, November 2021.

25. Based on Dell analysis, October 2021.

26. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis.

27. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

28. Based on Dell analysis, December 2021.

29. Mobile Broadband Subject to service provider’s broadband subscription and coverage area; additional charges apply.

30. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis.

31. Based on Dell analysis, December 2021.

32. Simultaneous multi-network connection (or Connection based teaming) is a new connectivity feature under ExpressConnect. It simultaneously sends and receives data and video traffic using two wired or wireless connections. Based on Dell analysis. Simultaneous Data Transfer works with wired and wireless networks. For select Dell platforms, a USB Wi-Fi adapter is required to connect a second Wi-Fi network.

33. Based on Dell analysis, December 2021.

34. Compared to previous-gen 7000 series models. Quieter operation refers to the level of noise generated by the fan under the heavy load.

35. Dell’s Premium packaging on new 9000 Series has approximately 78% recycled content and 22% renewable content in the form of FSC paper fibers. Excludes optional items added to order and included in box. Dell’s Enhanced packaging on new 7000, 5000, 3000 Series has approximately 95% recycled content and 5% renewable content in the form of FSC paper fibers. Excludes optional items added to order and included in box.