

# Revolutionize the workday with Latitude™ AI PCs



Welcome to the AI revolution, a transformative moment in Latitude—and compute—history.

AI PCs are rapidly unlocking new and better ways to work, with hardware and software components specially designed for AI workloads. The new lineup of Latitude™ AI PCs is leading the way for modern business—powered by Intel® Core™ Ultra processors and featuring AI technologies like Dell Optimizer to deliver groundbreaking experiences in productivity, collaboration and creativity.



## Professional-grade AI performance

Latitude AI PCs are powered by Intel Core Ultra processors that are purpose-built to support new and emerging AI applications. The processors feature three compute engines that work in concert to process different types of workloads rapidly and efficiently.

### CPU

Ensures seamless execution of everyday tasks and software operations.

### GPU

Handles quality graphics rendering and accelerates computing tasks.<sup>1</sup>

### NPU

Dedicated AI engine runs AI workloads with less power consumption, resulting in longer battery life.<sup>2</sup>

## AI PCs start with Intel® Core™ Ultra processors



Compared to the previous generation of Intel® processors, Intel Core Ultra processors include the following enhancements:



Up to **73% faster generative AI**.<sup>3</sup>



Up to **2.5x AI inference power efficiency**.<sup>4</sup>



Longer battery life with up to **40% lower processor power** for AI-enhanced collaboration.<sup>2</sup>

### IT DECISION-MAKER (ITDM) SURVEY RESULTS<sup>5</sup>

## AI PCs are key to staying competitive



**76% of ITDMs agree** that employees with AI PCs will outperform employees with non-AI PCs.

**89% of ITDMs agree** that AI PCs will fundamentally change how employees accomplish work.

## AI PCs are being adopted quickly



**84% of ITDMs agree** that when making PC purchase decisions, AI capabilities are a top priority.

**ITDMs expect to have 32%** of their organizations on AI PCs by the end of 2024.

## AI PCs power a new world of work

With Latitude AI PCs, users can work smart and fast, and IT can take advantage of new security features and remote management capabilities with Intel vPro®.



### Be more productive

**Get intelligent, personalized performance with Dell Optimizer**, the built-in, AI-based optimization software that learns and responds to the way you work.

**Use the new Copilot key<sup>6</sup>** to jumpstart your workflow with Microsoft 365 Copilot.

**Automate common tasks** with PC assistants.

**Work from everywhere** with ultralight designs and the world's smallest 14" commercial PC.<sup>7</sup>



### Collaborate with ease

**Run Zoom calls** with up to 38% less power for AI-enhanced collaboration.<sup>8</sup>

**Use OmniBridge to translate conversations** live from English to American Sign Language.

**Automatically correct eye gaze**, auto-frame the user and blur their background with Windows Studio effects.

**Enjoy a premium collaboration experience** with Latitude AI PC features including Dell's Collaboration Touchpad, 5 MP webcams, top-firing speakers and new HDR camera technology.<sup>9</sup>



### Channel your inner creativity

**Enhance photos and videos** in a few clicks with popular apps like Blackmagic DaVinci Resolve.

**Create images 1.7x faster** with Stability AI on Dell PCs.<sup>10</sup>

**Up to 132% faster performance** when running on-device AI photo editing on Adobe Premier Pro Beta<sup>11</sup>



### Work with confidence

**Dell has the world's most secure commercial PCs<sup>12</sup>** with hardware and firmware features to combat modern cyberattacks.

**AI-driven Intelligent Privacy** from Dell Optimizer helps keep sensitive data private.

**<1% CPU usage running AI/ML security threat detection** on 14th Gen Intel® Core™ processors vs. 20% CPU usage on previous-generation processors with CrowdStrike.<sup>13</sup>

**AI-based Intel® Threat Detection Technology** with Intel vPro integrates with EDR software like CrowdStrike to help prevent and detect advanced attacks with minimal impact on system performance.

Harness the power of AI in a modern workplace with the world's most intelligent, secure and manageable commercial PCs.<sup>14</sup>

Ask your account team to test a Dell Latitude AI PC today, or visit **dell.com/Latitude**.

1. High-Efficiency Video Coding (HEVC) content playback on the system and on an external display as well as HEVC content streaming is supported on configurations with a discrete graphics card, built-in 4K panel, Dolby Vision or CyberLink Blue-ray player; for other configurations HEVC content playback on the system will require a separate purchase and download of software HEVC codec or third-party media players.  
 2. As measured by SoC package power using XSplit VCam for background removal, auto-framing, enhanced lighting, chair removal using Intel Core Ultra 7 165H vs. Intel Core i7-1370P.  
 3. As measured by text-to-image generative AI workload using A1111 stable diffusion plug-in for Intel Core Ultra 7 165H vs. Intel Core i7-1370P.  
 4. As measured by UL-Procyon AI Inference Benchmark using Int8 model Intel Core Ultra 7 165H NPU vs. Intel Core i7-1370P GPU.  
 5. Forrester, Dell Latitude Thought Leadership Study, Sarah Brinks and Andrew Hewitt, survey of 205 IT managers responsible for AI PC strategies in North America, Feb. 2024.  
 6. Copilot is only supported in selected regions. Timing of feature delivery and availability varies by market and device. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.  
 7. Applies to Dell Latitude 9450 2-in-1 product launched March 2024. Based on Dell analysis of publicly available information, October 2023.  
 8. Based on Intel® internal testing on generic devices, as measured by system on chip (SOC) package power during 1x1 Zoom call with background blur on NPU on Intel Core Ultra 7 165H processor comparing to 13th Gen Intel Core i7 1370P processor. Learn more here: [https://www.intel.com/content/www/us/en/products/performance/benchmarks/intel-core-ultra-processors\\_1/](https://www.intel.com/content/www/us/en/products/performance/benchmarks/intel-core-ultra-processors_1/)  
 9. Feature options vary by configuration, product and country. Not all features available on all Latitude PCs.  
 10. Specific to Stable Diffusion A1111. Based on Intel testing and external claims. Results may vary.  
 11. Based on internal Intel testing on generic devices, as measured by an AI video editing workload using Adobe Premier Pro Beta on Intel Core Ultra 7 165H processor, comparing to 13th Gen Intel Core i7 1370P processor. For more details visit: <https://www.delltechnologies.com/asset/en-us/solutions/business-solutions/technical-support/dell-optimizer-features-availability-matrix.pdf> external. Security. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features. **Manageability.** Based on Dell internal analysis, January 2024. Most-manageable commercial PCs when comparing the systems management capabilities of Dell Update Processes, Dell Manageability Solution capabilities and integrations with third-party management solutions, with competitor update processes, systems management solution capabilities and integrations with third-party management solutions. Third-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.