

LATITUDE FAMILY



TABLE OF CONTENTS

Why Latitude	2
Latitude Portfolio	
At-a-glance	3
Innovative Design	4
Intelligent Collaboration & Performance	5
Advancing Sustainability	6
Dell Optimizer	7
Personas Overview	8
Latitude 9000 Solutions	9
Latitude 7000 Solutions	10
Latitude 5000 Solutions	11 - 12
Latitude 3000 Solutions	13
Important Information	14

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

LATITUDE

9000 Series

9430 Laptop or 2-in-1
9330 2-in-1

7000 Series

7330 Laptop or 2-in-1
7430 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, 4G LTE, and eSIM⁴

Small and light devices to work anywhere

World's most intelligent¹ and secure business PCs²

Express features to increase productivity

Rigorous MIL-STD 810H testing for durability and reliability

Scalable and flexible form factors; 2-in-1 options with the same model number & BIOS**

Intelligent Privacy, SafeShutter, and SafeScreen options

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

Advanced thermal solutions to keep your PC cooler and quieter

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

LATITUDE

Innovative design

Latitude products are smaller and lighter than ever with the introduction of an **ultra-premium 9000 13" 2-in-1** and **13" ultralight 7000** offering.



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, contact 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.

LATITUDE

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](#)



See important information on last page

LATITUDE

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.



Packaging Innovation

100%

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.³⁵

Design

1st

Latitude 5000 were the 1st PCs to use reclaimed carbon fiber and tree-based bioplastic⁵.

Recycled material

50%

We're using up to 50% recycled material, including up to 28% **ocean-bound plastic** in select components of Latitude.⁷

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[®]](#)

See important information on last page

LATITUDE

Dell Optimizer

We make it intelligent. You make it yours.

Dell Optimizer revolutionizes the way you work by fueling the world's most intelligent PCs²⁶. 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.



Extended power

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



Unmatched connectivity

ExpressConnect³⁰ provides the world's first simultaneous multi-network connection³¹ that joins the best network³² available.



Faster sign-in

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



Enhanced audio

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



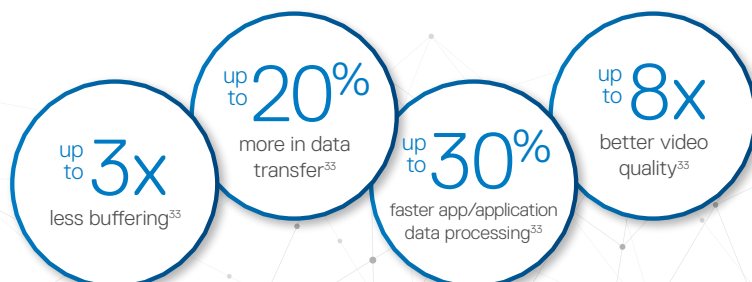
Improved performance

ExpressResponse²⁸ analyzes how you use your preferred apps²⁹ 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.



See important information on last page

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 9330 2-IN-1

Designed to offer the best productivity, collaboration, and connectivity.⁹

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

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

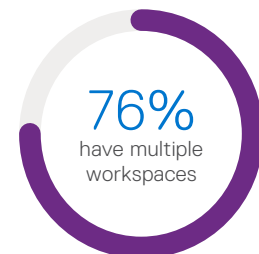
Builders: Challenges

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 9330 2-in-1

Latitude 9430 Laptop or 2-in-1

Recommended Solutions

See important information on last page

LATITUDE

7330 LAPTOP OR 2-IN-1 7430 LAPTOP OR 2-IN-1 7530 LAPTOP

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



CONNECTOR

Most
Use

of productivity-based apps

19%
of the
workforce

Latitude 7330 | 7430 | 7530

Recommended Solutions

68%
have multiple
workspaces



See important information on last page

LATITUDE

5330 LAPTOP OR 2-IN-1 5430 | 5530 LAPTOPS

The world's smallest, lightest, and most scalable PCs in their class.²⁵

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

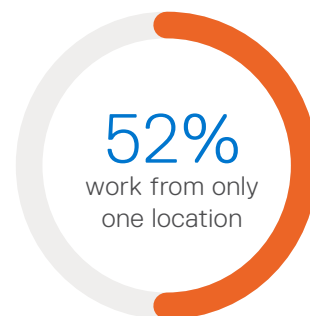
....

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



Latitude 5330, 5430, 5530

Recommended Solutions



See important information on last page

LATITUDE

5431 | 5531 LAPTOPS

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

....

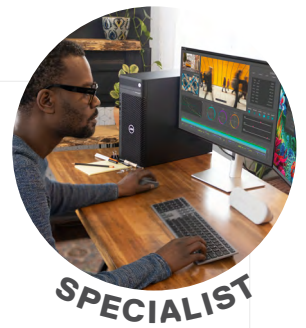
Interruption in deep focus

....

Need for expansive, multiple displays and custom peripherals

....

Inability to access optimal software



2x

more performance applications used (compared to other personas)

15%

of the workforce

43%

work from home

Latitude 5431, 5531

Recommended Solutions



See important information on last page

LATITUDE

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.

....

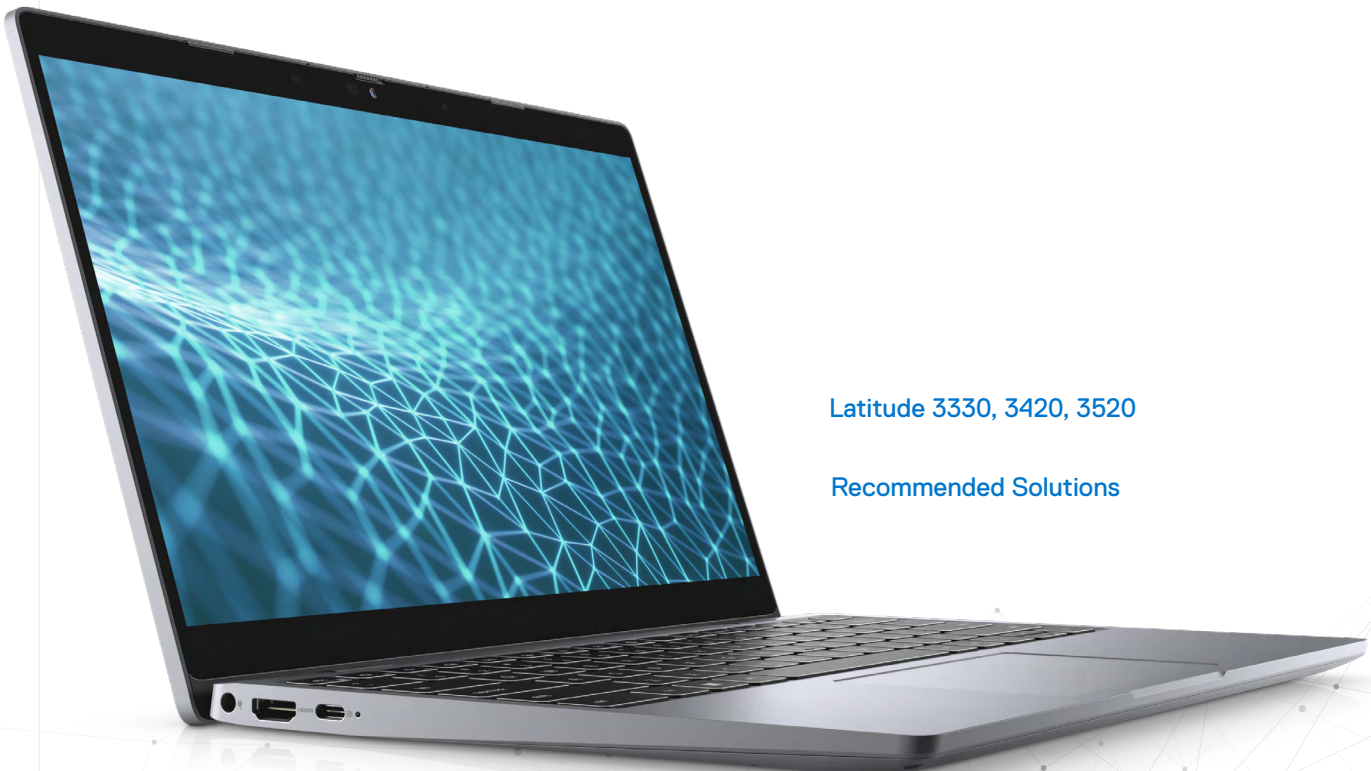
Featuring Intel **11th Gen Intel[®] Processors** up to Core™ i7.

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**.³² on the 3330, the world's new lightest and most intelligent 13" essential PC.³³

....

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

- 1 Based on internal analysis, April 2021. Dell Optimizer available in 2020 devices, not available on Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality vary by model.
 - 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.
 - 13 Compared to Latitude 9520. Based on Dell analysis, November 2021.
 - 14 Based on Dell analysis, November 2021.
 - 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 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. Keyboard material based on Dell Internal Analysis, April 2022. Percentage by weight.
 - 19 Based on Dell analysis, September 2021. The smallest refers total surface area of the notebooks
 - 20 Intelligent Privacy features not available on 7330 Ultralight.
 - 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
 - 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.
 - 36 Based on Dell Analysis, January 2022.
- * Workstyle insights from page 8-13 based on Dell Technologies Internal Analysis, 2020 and a WGSN™ Study commissioned by Dell Technologies "Dell Worker Personas – Quantitative Survey of Commercial End Users" June 2021. Results derived from end user survey data: n=3500 in North America, n=2500 Germany.