DELL Technologies

Top 4 Reasons to Refresh with AI PCs

1 Boost your productivity

2 Protect what matters most

3 Save energy, do more

4 Spend smarter, save longer

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What is an AI PC?

AI PCs are built with a specialized processor to handle AI workloads

Run the right workload, on the right engine, at the right time. NPU and discrete GPUs take on the heavy lifting of AI computations, freeing up the CPU and GPU to focus on other essential tasks.

Traditional PC Design

Central Processing Unit (CPU)

Executes general-purpose instructions and manages essential tasks

+

Graphics Processing Unit (GPU)

Handles complex graphic tasks and parallel processing tasks

+

Supercharged AI PC Architecture

Neural Processing Unit (NPU)

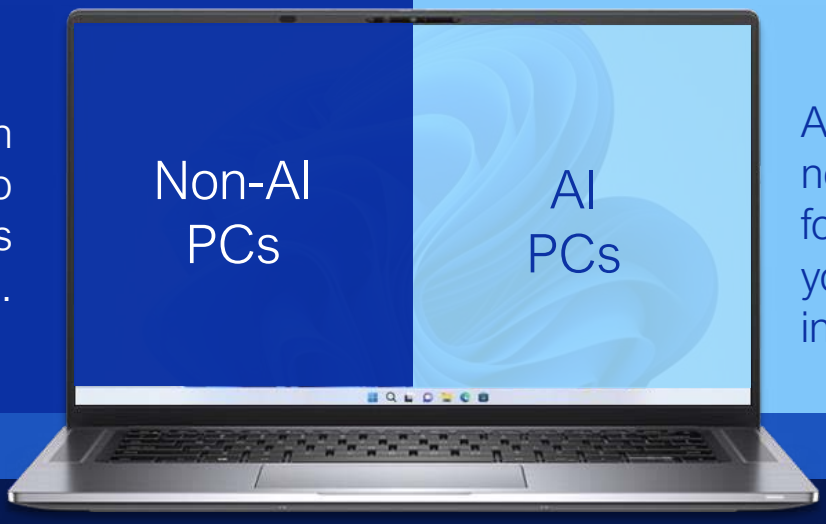
Optimizes complex workloads by offloading AI tasks and computations from the CPU, resulting in faster, better and more efficient performance

OR

Discrete GPU (dGPU)

Dedicated graphics processing unit with its own memory, optimized for tasks like AI training

Yesterday's tech is struggling to handle today's demands.



AI PCs are the necessary leap forward, preparing you for tomorrow's innovation.

Do more, effortlessly

Boost productivity through improved collaboration, immersive digital experiences, and intuitive content creation.

Productivity

Transform your workflow and get more done with on-device AI

Copilot+PC

Live captions: Translate audio or videos from 44 languages to English

Studio Effects: Portrait light, blur, filters, eye contact

Recall: Easily find where you left off your work*

Collaboration

Connect seamlessly with intelligent, energy-efficient AI features

zoom

Collaborate more effectively without the distractions of lagging devices or power drains.

Use up to **42% less power** when using AI-enhanced collaboration features, such as background blur and portrait lighting[1]

Creativity

Create with ease using AI tools that work even when you're offline

CyberLink

Use up to **2.5x longer battery life**[2]

Creates fully editable custom designs and text **1.9x faster**[3]

Use up to **49% less power** when utilizing AI editing features[4]

The way we use technology is changing. Today's apps are already tapping into NPUs for lightning-fast performance, smarter functionality and greater energy efficiency.

Don't get left behind. Embrace the next level of productivity with AI PCs, seamlessly integrating AI capabilities to **deliver real-world results right from day one**.

Keep data secure with multi-layer defense

Reduce the attack surface and improve long-term cyber resilience with on-device AI processing

World's most secure commercial AI PCs[5]

Built with supply chain security

Be secure from first boot. In addition to rigorous supply chain controls, Dell offers optional supply chain assurance so you can trust hardware is tamper-free on delivery.

Built-in hardware and firmware security

Stay protected from foundational attacks with deep defenses at the BIOS, firmware and hardware levels. Dell-unique PC telemetry enables integration with industry-leading software to improve fleet-wide security.

Built-on software security

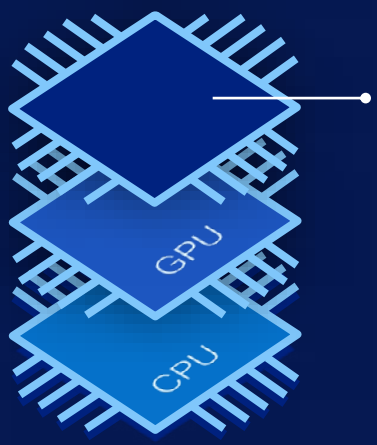
Layer on advanced threat protection across endpoints, network and cloud environments with software from our partner ecosystem.

Advance endpoint security through AI and GPU/NPU acceleration

Security tools using on-device AI can achieve faster, real-time threat detection of sophisticated threats while reducing the risk of breach caused by reliance on external networks.

Stay unplugged longer

Extend battery life with more energy-efficient PCs without compromising AI-level performance



NPUs enhance efficiency and performance

AI PCs optimize energy use by leveraging the NPU to handle AI tasks. This allows the CPU and GPU to focus on their core functions, while NPUs execute AI tasks swiftly and efficiently, conserving battery life.

Non-AI PCs	AI PCs
Traditional PCs struggle to keep up with modern demands.	AI PCs, powered by advanced NPUs, offload AI tasks to reduce CPU and GPU strain.
Overloaded processors slow you down and keep you plugged in for longer.	Multi-day battery performance (up to **27 hours** on a single charge).[6]
Generating excess heat drains battery and performance.	**68% more energy efficient** when utilizing AI editing features.[7]
Higher power consumption eats into budgets.	**28% cooler** when utilizing AI editing features.[7]
Lagging and crashes limit productivity and innovation.	More valuable working time and faster processing speeds during busy days.

Future-proof to unlock savings

Equip your team with AI PCs to expedite decisions, automate repetitive tasks and drive measurable successes beyond your investment.

Maximize savings

Reduce cloud costs: Performing AI tasks on device cuts down on expensive cloud-computing resources.

Save on IT overhead: Fewer crashes, better cooling and optimized performance mean less time and money spent on IT troubleshooting.

Optimize hardware investments: AI PCs are built for longevity with the world's first commercial PC modular USB-C port, offering up to **33x better impact resistance**, reducing the need for frequent upgrades.[8]

Work smarter

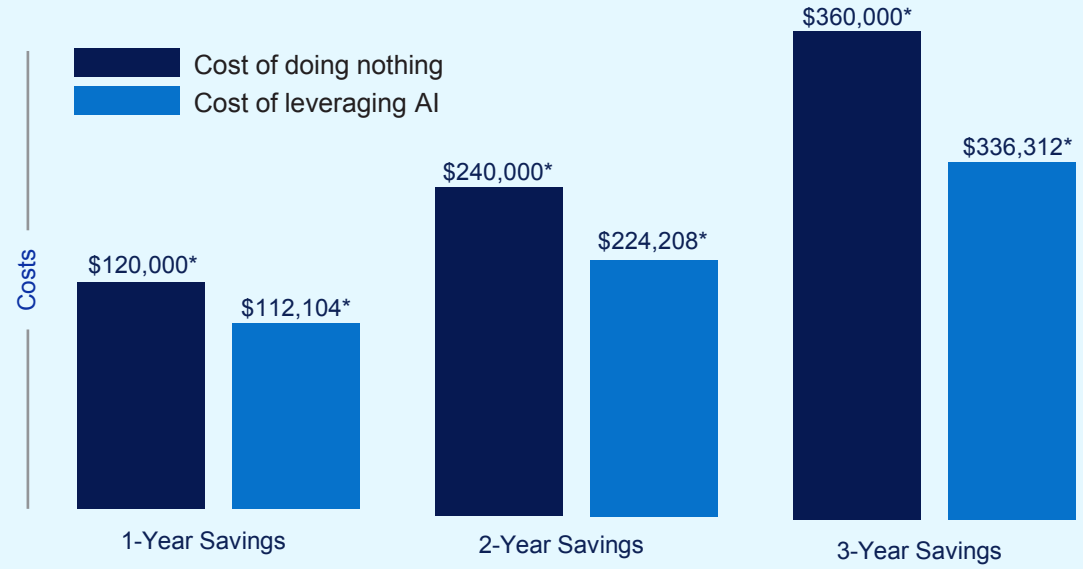
Eliminate inefficiencies: Streamline operations to reduce unnecessary expenses caused by delays, manual errors and outdated workflows.

Get your time back: AI PCs are designed to handle the growing demands of AI-driven workflows, allowing employees to focus on strategic, high-impact work.

Future-ready technology: AI PCs are designed to support the next generation of AI-powered tools and applications, ensuring seamless compatibility as software evolves.

The cost of doing nothing is higher than you think

Most organizations break even within the **first month** of leveraging AI PCs.

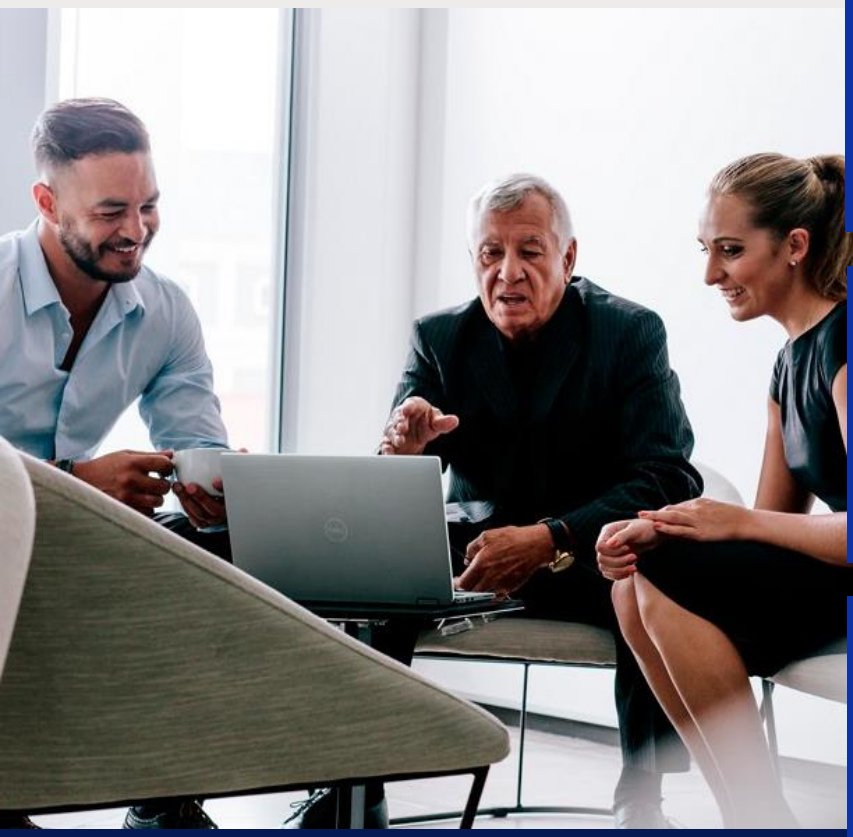


***Estimates are based on a $120,000 USD annual salary, a $1,200 USD Dell Pro Laptop, additional software costs, and an assumed one-hour daily productivity gain (~12 % of an 8-hour workday) per Adecco Group. Actual savings and productivity gains may vary depending on specific use cases, work environments, and other factors.*

Boost your productivity | Protect what matters most | Save energy, do more | Spend smarter, save longer

Upgrade to an AI PC today for a smarter tomorrow.

It's time to reimagine what your PC can do for you. AI PCs go beyond the limits of traditional computers, transforming how you work, create and connect. AI PCs offer innovative AI features, advanced security, exceptional efficiency and cost-saving value.



Explore

Shop our Dell AI PCs on Dell.com/ShopPCs

Plan

Get started with the Dell AI Accelerator Workshop (fee waived)

Adopt AI PCs

Flexibly invest in AI PCs with Dell APEX PC as a Service

Disclaimers:
[1] Use up to 42% less power for select AI-enhanced collaboration workloads when using Dell Pro Notebooks.Required Disclosure Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, September 2024. Select AI-enhanced collaboration features include, eye contact correction, standard blur, portrait blur, automatic framing, calls with audio only, virtual background running on devices with Intel® Core™ Ultra 200V series processor
[2] Get up to 2.5x longer battery life on select Dell Pro Notebooks when using select AI video editing features in Cyberlink PowerDirector, enabled with NPU hardware acceleration on Intel® Core™ Ultra 200V series processors. Required Disclosure: Based on internal analysis and testing, November 2024. Cyberlink's Power Director AI video editing features running on devices with Intel® Core™ Ultra 200V series processors with NPU hardware acceleration enabled compared to Intel® Core™ Ultra 200V series processors without NPU hardware acceleration enabled. Results may vary.
[3] Spend less time designing and more time being creative with CyberLink's Promeo AI Magic Designer that users generative AI that creates fully editable custom designs and text 1.9x faster—even offline. Required Disclosure: Based on internal analysis and testing, November 2024. Cyberlink's Promeo AI Magic Designer running on devices with Intel® Core™ Ultra 200V series processors was compared to previous-generation Intel® Core™ Ultra processors
[4] Use up to 49% less power for select AI image editing features in Cyberlink PhotoDirector when using Dell Pro Notebooks with an Intel® Core™ Ultra 200V series processor.Required Disclosure: Based on internal analysis and testing, compared to previous generation Intel® Core™ Ultra processor, November 2024. Results may vary.
[5] Most Secure Commercial AI PC claim. Based on Dell internal analysis, October 2024 (Intel) and March 2025 (AMD). Applicable to PCs on Intel and AMD processors. Not all features available with all PCs. Additional purchase required for some features. Intel-based PCs validated by Principled Technologies. A comparison of security features, April 2024.
[6] Multi-day battery life: Multi-day battery life, up to 27 hours* based on XPS 13 tested with Snapdragon X1 Elite X1E-80-100, FHD+ display, 16GB, 512GB SSD. Testing conducted by Dell labs in May 2024 with display brightness set to 150 nits (40%) and wireless enabled. Based on streaming Netflix 1080p content using the Netflix Windows 11 app. Actual battery life may be significantly less than the test results and varies depending on product configuration and use, software, usage, operating conditions, power management settings and other factors. Maximum battery life will decrease with time. The stated Watt Hour (WHr) is not an indication of battery life.
[7] Dell AI PCs run up to 28% cooler and are up to 68% more energy efficient when handling select AI-powered photo and video editing tasks in CyberLink's PowerDirector: Applies to AI PCs with Intel® Core™ Ultra 200 K/U/H/HX/S when using when using Cyberlink's PowerDirector and PhotoDirector software, including features such as Background Remover, Denoise, Image Upscaler, and Body Effects. Based on internal analysis and testing, February 2025. Cyberlink's PowerDirector and PhotoDirector running on devices with Intel® Core™ Ultra 200 K/U/H/HX/S series processors was compared to previous-generation Intel® Core™ Ultra processors. Results may vary.
[8] World's first commercial PC designed with a modular USB-C port with up to 4 times better twist resistance and up to 33 times better impact resistance, improving durability and enabling easier repairs: Applies to Dell Pro, Dell Pro Plus, and Dell Pro Premium notebooks launching in 2025. Based on internal comparison of the solder connection on Latitude 7450 vs screwed connection testing data of the Dell Pro Premium laptop subject to a standard repeated axial load and a standard wrenching torque in multiple directions. New USB-C port design is as screwed on connection for easier repairs and improved durability. Read warranty information for USB-C port replacement instructions
*Recall is coming soon through a post-launch Windows Update. Optimized for select languages (English, Chinese (simplified), French, German, Japanese, and Spanish. Content-based and storage limitations apply. Learn more aka.ms/ [aka.ms]copilotpluspcs [aka.ms].
**Workplace Savings based on The Adecco Group Global Workforce of the Future Survey, 2024

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