AI PC Silicon Innovation & the Future of Work

Why now is the time to invest in a PC and ecosystem refresh

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Client Solutions Field Product marketing
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Accelerate from ideas to innovation

Modernize your Workplace

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Challenges to modernizing

Refresh to AI PCs

47%

of ITMDS plan to consume AI in software and run it locally on AI PCs in the next 12 months.[1]

Personalized Workspaces

95%

of end-users are interested in peripherals that could substantially augment GenAI processing power.[2]

Simplify IT

60%

of ITDMS are concerned about their organizations ability to effectively manage their device and protect their data.[1]

Advance Sustainability

80%

of ITDMS agree that need help of a third-party partner to achieve their sustainability goals.[1]

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A new era of PCs built with a new PC architecture for power, speed, and AI innovation

Run the right workload on the right engine, at the right time.

CPU

Central Processing Unit

Executes general-purpose instructions and essential tasks

GPU

Graphics Processing Unit

Handles complex graphical tasks and parallel processing tasks

NPU

Neural Processing Unit

Specifically designed to handle AI workloads on-device

dGPU

Discrete GPU: Dedicated graphics processing unit with its own memory, optimized tasks like AI training & high-res image generation

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Navigating The AI PC Landscape with Dell AI PC

Silicon innovation and AI experiences across our portfolio

Dell Pro Laptops Portfolio, Dell Pro Rugged, Select Dell Pro Max Laptops

Dell Pro Premium, Select Dell Pro/Dell Pro Plus Laptops, Select Dell Pro Max Laptops, Latitude 7455/5455

Dell Pro Max Plus 16/18, Dell Pro Max Micro, Dell Pro Max Tower T2, as well as Dell Precision 5000, 7000 Series towers and rack workstations

NPU/GPU Based

NPU Based

GPU & CPU Based

Essential AI PCs

Devices featuring a built-in NPU running AI workloads locally with **10+** TOPs

Copilot+ PCs

Devices featuring a built-in NPU running AI workloads locally with **40+** TOPs

High-performance AI Workstations

Workstations for AI development, deployment, fine-tuning locally on device

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Simplest PC and ecosystem portfolio for the AI era

Dell
Formerly XPS, Inspiron and Vostro

Designed for play,
school & work

Premium/UltraSharp		💻 🖥️
Plus		💻 📱 🖥️
Base		💻 📱 🖥️

Dell Pro
Formerly Latitude and OptiPlex

Designed for professional-grade
productivity

Premium/UltraSharp		💻 🖥️
Plus		💻 📱
Base		💻 📱 🖥️

Dell Pro Max
Formerly Precision

Designed for maximum performance

Premium/UltraSharp		💻
Plus		💻 🖥️
Base		💻 📱 🖥️

Premium tier = Most mobile and design forward

Plus tier = Most scalable performance

Base model = Essential performance and productivity

Dell Pro notebook portfolio sets a new standard for professional-grade computing

Dell Pro Notebook Portfolio
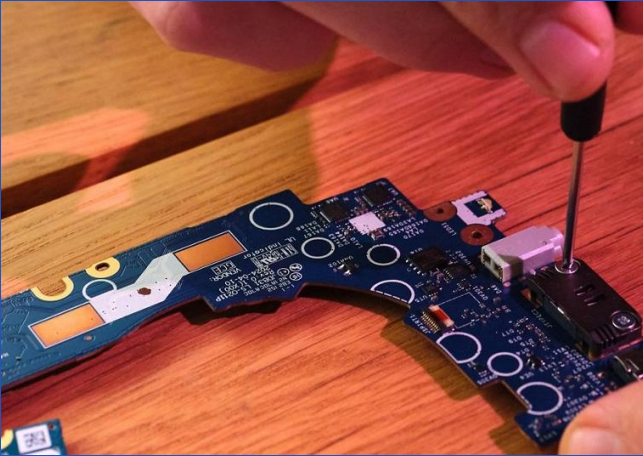
Modular USB-C with:
- **4x** better twist resistance[1]
- **33x** better impact resistance[1]

Sustainable materials
- **50%** recycled cobalt in select batteries[2]
- Up to **80%** less cobalt in select batteries[2]

Dell Pro Premium

Dell Pro 14 Premium is the world's first commercial notebook to offer a Tandem OLED display[3]

Vs. a traditional rigid OLED display Tandem OLED displays are:
- **24%** more power efficient[4]
- **49%** lighter[4]

Dell Pro Plus / Dell Pro

Scalable and simple to manage with only 2 BIOS per silicon vendor across sizes, form factors, and a range of processor options.

Elevated designs with:
- Aluminum chassis on Dell Pro Plus & metallic finish option on Dell Pro
- 16:10 aspect ratio displays

Modern Solutions for the Modern Workplace

Mobile & Fixed PCs

**Dell
Laptops & Desktops**

**Dell Pro
Laptops & Desktops**

**Dell Pro Max
Laptops & Desktops**

Dell Pro Rugged

Dell Thin Clients

Silicon Diversity

intel.   AMD

NVIDIA.   Qualcomm

AI Built In

- AI PCs, Copilot+ PCs for Business Workers
- High Performance AI PCs for Developers

Displays & Accessories

Monitors

Docking Stations

Keyboard, Mice & Active Pens

Audio

Webcams

Bags

Power Adapters

Cables & Adapters

Monitor Arms & Stands

IT Solutions

Dell Endpoint Security
Dell Trusted Workspace

Dell Manageability Solutions
Dell Management Portal
Dell Device Management Console

IT Services

APEX PCaaS

Employee Experience Measurement Services

Lifecycle Hub Services

Implementation and Migration Services for Windows 11

Dell ProDeploy Suite for PCs

Dell ProSupport Suite for PCs

Asset Recovery Services

End-to-end Sustainability

Embedded across our products, packaging, and supply chain

- Reducing Product Carbon Footprints (PCFs)
- Building Durable & Reliable PCs
- Designing with Recycled & Renewable Materials
- Improving Energy Efficiency

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Free AI inferencing begins on-device

As AI tools become standard, every prompt, summarization, or generation tasks add recurring cloud costs. But, AI PCs can handle these tasks locally, cutting cloud expenses

AI inferencing in the cloud

Cloud

Device

User

Request

Command

Analysis

Action

Costs are incurred everytime an app is used when sending a request from an interaction

AI inferencing on-device

Device

User

Command

Analysis
Action

Applications leverages dedicated AI enginge to run AI model locally without incurring any cloud costs

Everyday AI workloads handled on-device with AI PCs

Image Generation

Predictive Analytics

Agentic AI

Writing Assistants

Real Time Language Processing

Content Creation

Threat Detection

Code Generation

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Designed for versatility and exceptional performance

Dell Pro Desktops

Offered in Tower, Slim, Micro and All-in-One form factors

Simplify IT management
- Tool-less design for easy upgrades and servicing
- Single BIOS per silicon vendor across Towers, Slim and Micro form factors

Dell Pro Max with GB10 & GB300

AI powerhouses for AI development at the deskside

Powered by NVIDIA Grace Blackwell architecture and pre-installed with powerful NVIDIA DGX OS Software Stack platform.

Dell Pro Max Plus

World's first mobile workstation with an enterprise-grade discrete NPU[1]

Powered by Qualcomm® AI 100 PC Inference Card

AI inferencing is moving on-device for speed, cost, and security

IT ALL STARTS WITH AN AI PROMPT

1 END-USER INTERACTS WITH AN APP LOCAL TO THEIR NPU/dGPU powered PC

2 THE APP USES DELL-DIFFERENTIATED HOOKS TO RUN THE MODEL ON THE ENDPOINT USING THE NPU OR dGPU

3 LOCAL APP RETURNS THE RESULTS TO THE EMPLOYEE
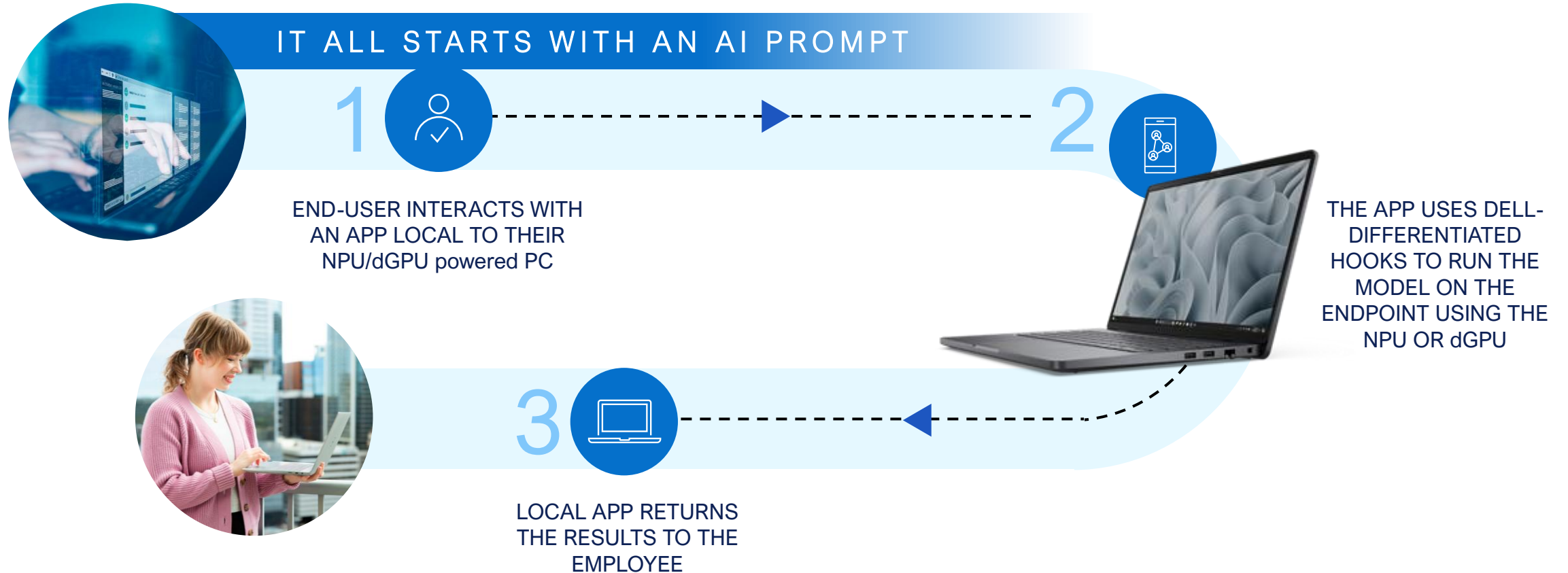
Right size for your use case and scale with Dell Pro Max

Purpose-built for AI Development

Dell Pro Max with GB10

Dell Pro Max with GB300

Support DGX Base OS & Ubuntu Linux

Powered by NVIDIA's Grace Blackwell architecture

Preconfigured with NVIDIA AI Enterprise software platform

Consistent hardware & software environment within

Dell AI Factory with NVIDIA

from desktop to data center

Broader solutions for all your AI Needs

Running Windows, catering to a wider range of professionals

Built on NVIDIA's RTX PRO Blackwell architecture

Supports NVIDIA AI Enterprise software platform

Dell Pro Max Laptops

Dell Pro Max Desktops

NVIDIA AI Enterprise

One consistent experience with the software layer across the Dell Pro Max portfolio

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Dell and NVIDIA AI Developer portfolio

Number of Parameters

Really large
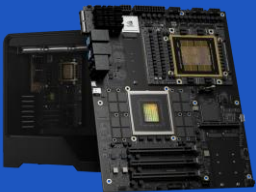
Pro Max GB300
(784GB)

600B

4x GPU
Precision Tower 7960 Workstation
(384GB)

405B

2x Dell Pro Max GB10
(200GB)

200B

Dell Pro Max GB10
(100GB)

153B

1x GPU
Dell Precision Towers and Pro Max
T2 Workstation
(96GB)

51B

1x GPU Alienware PC
(32GB)

* Estimates based on available GPU memory in bytes * 2 for FP4 data minus 20% for overhead running model
**Pro Max GB10 128GB total system memory, 100GB available for user data

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Dell Pro AI Studio

A free and comprehensive toolkit to design, customize, deploy, and manage AI apps that leverage the power of the NPU on Dell AI PCs.

+ Designed to save AI developers and IT administrators time

+ Features safe and secure Dell-validated templates and models

+ Enables seamless AI lifecycle management

+ Save cloud costs and maximize AI PC value with on-device inferencing

Core Components

1 Models via Dell Enterprise Hub
Access seven pre-validated AI models for rapid development

2 Dell AI Framework
Standardizes workload execution across multiple hardware architectures simplifying scalability

3 Dell Deployment Scripts
PowerShell scripts for quick packaging and deployment

*Available globally, English only

Technical Compatibility

- Applications created with Dell Pro AI Studio only run on Dell AI Copilot+ PCs
- Intel or Qualcomm chipsets only (at GA)
- NPU with minimum of 40 TOPS
- Microsoft Windows 11 Pro or higher
- .NET Desktop Runtime 8
- ASP.NET Core Runtime 8.x

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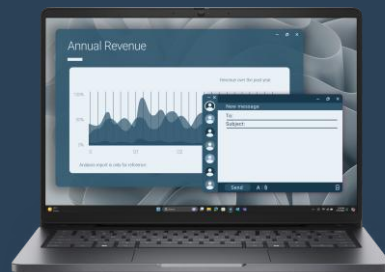
Dell Pro 14/16
Sets a new baseline in durability and portability delivering robust security and essential productivity, including on-device AI options

Dell Pro 13/14 Plus
A step up in scalable performance, collaboration, and connectivity; packaged in a sleek, durable aluminum design

Configurable to meet the unique needs of every professional, including Copilot+ PC options
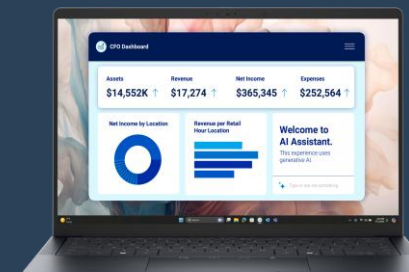
Dell Pro 13/14 Premium
Ultimate in design and mobility for the Dell Pro laptop family. Ultralight and quiet Copilot+ PCs with premium collaboration features, sharp displays and exceptional battery life

Powered by
intel. AMD

Dell Pro Laptops

Designed for professional-grade productivity
The Dell Pro laptop family combines exceptional performance, sleek design, and innovative durability to power your workday. Dell Pro is trusted by IT professionals for industry-leading security, effortless manageability, and a strong commitment to sustainability.

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- Questions?

- See you after this presentation

Thank You

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