

# Transform Your Workspace with the World's Most Intelligent Business PCs with Built-In AI

By Andrew Glinka | April 4, 2022

Hybrid work has become the new norm and embracing it is a business imperative as organizations compete to attract and retain top talent. At Dell Technologies, we believe that work is an outcome, not a location, and Dell has been a champion of flexible, hybrid work environments for several years now. Many of our customers also seek ways to ensure their employees can be fully productive no matter where they are working. As such, Dell has designed some incredible new Artificial Intelligence-based innovations within our PCs. Dell Optimizer, available on most new Latitude, OptiPlex, Precision, and Rugged devices, revolutionizes the way you work by fueling the world's most intelligent PCs.<sup>1</sup>

Dell Optimizer improves application performance, battery life, bandwidth, audio quality, and network connectivity while you are working.<sup>2</sup> The latest iteration of the software also comes with enhanced privacy features.<sup>3</sup>

**“Dell Optimizer brings us real, measurable productivity gains.”—Dario Ladu, Systems Engineer at freecon AG, Switzerland**

Dell's competitors, HP and Lenovo, have taken notice of Optimizer's success and recently announced plans to expand their intelligent audio and visual offerings. However, their latest solutions fall short of the comprehensive list of collaboration, performance and privacy features Dell Optimizer has to offer.

## ExpressConnect

For example, Dell remains the only PC company to offer ExpressConnect, an AI-based optimized network connection feature that is available on most of our commercial PCs.<sup>4</sup> The feature allows users to prioritize bandwidth for conferencing applications during calls, and automatic network switching to authenticated networks that deliver better quality WiFi. An updated version of ExpressConnect offers the world's first simultaneous multi-network connection<sup>5</sup> so that you can connect to two wired or wireless networks at the same time to send and receive data concurrently, resulting in faster downloads and fewer interruptions.<sup>6</sup> With ExpressConnect, you will experience 3x less buffering, 20% more data transfers, 8x better video quality, and 30% faster app and data processing.<sup>7</sup> Neither HP nor Apple offer this feature, and while Lenovo Vantage offers the ability to detect untrusted networks, it does not have the ability to optimize network connection.<sup>\*8</sup>

## Intelligent Privacy and ExpressSign-In

Dell's commercial notebooks have offered ExpressSign-In configured with an IR camera, which offers secure locking and faster sign-in by automatically detecting your presence, waking up your system, and locking your PC when you walk away<sup>9</sup> for several years. Now Dell also added a new Intelligent Privacy feature. You can keep sensitive data private and intelligently protect digital assets with Onlooker Detection, which lets you texturize or turn on SafeScreen when an intruder is detected. Also, the Look Away Detect feature darkens the PC screen based on user behavior. Intelligent Privacy is offered on a broad selection of Latitude and Precision laptops.<sup>10</sup> By contrast Apple's proximity-based sign-in and screen lock features require a paired iPhone or

Apple watch to work properly. HP and Lenovo lock on-leave detection is only available on select premium (Lenovo) and ultra-premium (HP and Lenovo) models and HP does not offer blurring of the screen.<sup>11</sup> Additionally, Lenovo does not offer onlooker detection, dimming of the screen or any privacy features on its workstations.<sup>12</sup>

### Intelligent Audio

Dell Optimizer's updated version of AI-based Intelligent Audio offers both—intelligent noise elimination through neural noise cancellation and voice leveling on all PCs.<sup>13</sup> You can collaborate with confidence with Dell Optimizer's Intelligent Audio that detects your voice and stabilizes your system's volume for an enhanced conferencing experience. Proximity microphone adds clearer tone to your voice, intelligent noise elimination reduces background noise and automatically mutes non-human sounds that occur when you are not speaking, while distortion reduction analyzes audio content in real-time to deliver louder output levels without feedback. Intelligent Audio 3.0 can eliminate background noises even when you are speaking so you do not have to worry about interrupting sounds while you participate in meetings. It also allows you to mute the background noises from other participants on your call. Once again, Apple cannot match these innovations. They don't offer environment-based audio enhancement connectivity optimization. Lenovo offers noise reduction and dynamic voice leveling only on select devices while Dell offers these features on broader selection of devices.<sup>14</sup>

**“Emergency shelters are incredibly noisy places — not good environments for clear Zoom or Teams calls – but these virtual conversations directly impact people’s lives. Dell Optimizer’s Intelligent Audio technology has really saved us.” Kelly Durand  
Director of Organizational Learning, People’s Emergency Center, Philadelphia.**

### ExpressResponse

Dell Optimizer's **ExpressResponse** offers AI-based app optimization and foreground prioritization of the apps on all Latitude, OptiPlex, and Precision PCs.<sup>15</sup> You can optimize your workflow by allowing machine learning to prioritize performance on the apps you use most often. HP and Apple do not offer AI-based app optimization that's personalized to each user's workflows.

**“I love the way that Dell Optimizer prioritizes my most important applications. It helps my working day run more smoothly.” Sakkanart Udomdirekrirk, Owner, Pragma Technology**

### ExpressCharge

Dell Optimizer's AI-based ExpressCharge analyzes power consumption habits and improves battery performance, extending run time. It regulates screen brightness, CPU performance, Bluetooth, and other settings to ensure optimal battery performance and for users who need it, Dell can charge up to 80% charge in one hour or 35% in just 20 minutes.<sup>16 17</sup> Apple's Macs are not AI-based, do not auto-adjust battery use, nor offer the fast-charging feature. While HP offers fast charge on select mobile devices, it does not offer adjustment of battery use to extend usage and it is not AI-based. Lenovo also offers Rapid Charging Technology on select models, but it is not AI-based.

### Other Dell Optimizer features

For Precision Workstation users, Dell Optimizer offers an exclusive Analytics feature that generates reports to help the user assess CPU storage, graphic and memory needs. Dell Optimizer can also be modularly installed and centrally managed, which allows for deployment of updates and optimization of multiple systems simultaneously and remotely with minimal interruptions to workflow. Furthermore, among its primary competitors, Dell is the only one offering modular installation.<sup>18</sup>

### Dell Optimizer availability across devices

Dell provides world's most intelligent PCs with built-in AI\* to help maximize your productivity across a broad range of devices, and the following chart will help you choose the Optimizer-based system that best meets your specific needs<sup>19</sup>.

Dell PCs with Dell Optimizer features:

	Latitude Laptops				Precision Mobile Workstations			Precision Workstations			Rugged Laptops	
	3000	5000	7000	9000	3000	5000	7000	3000	5000	7000	5430	7330
Intelligent Privacy												
Analytics												
ExpressSign-in												
ExpressCharge												
ExpressConnect												
ExpressResponse												
Intelligent Audio												

Dell's devices with comprehensive AI-based software will improve application performance, battery life, bandwidth, audio quality, privacy, and network connectivity while you work. To upgrade your hybrid work experience, look no further than Dell's broad range of the world's most intelligent PCs,<sup>20</sup> which will help ensure productivity no matter where you are working. Learn more about the new features at [Dell.com/Optimizer](https://Dell.com/Optimizer).

<sup>1</sup> Based on Dell internal analysis of competitive PC performance software and applications. September 2021 AD#CLM-003280

<sup>2</sup> Disclaimer: Based on internal analysis, April 2021. Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series, Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model.

<sup>3</sup> Based on Dell internal analysis of competitive PC performance software and applications. September 2021. Intelligent Privacy is available on select Dell systems and devices.

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<sup>4</sup> ExpressConnect available with Dell Optimizer software version 2.0 and onwards. Download the latest at <https://www.dell.com/support/home>.

<sup>5</sup> Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials.

<sup>6</sup> \*Disclaimer: 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 or more wired or wireless connections. Based on Dell internal analysis, September 2021.

<sup>7</sup> Based on testing performed by Dell Labs in June 2020, comparing performance with ExpressConnect enabled and disabled. Actual results may vary; testing results do not guarantee performance under test conditions. Subject to service provider's broadband subscription and coverage area; speeds may vary. Additional charges will apply. Contact your service provider for details.

<sup>8</sup> \*Disclaimer: 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 or more wired or wireless connections. Based on Dell internal analysis.

<sup>9</sup> ExpressSign-in available on Latitude 9000, 7000 and 5000 series. See product details for availability.

<sup>10</sup> Based on Dell internal analysis of competitive PC performance software and applications. September 2021. Intelligent Privacy is available on select Dell systems and devices

<sup>11</sup> Source based on a Competitive Analysis of available Public Data, from HP & Lenovo, [03.29.2022]

<sup>12</sup> Source based on a Competitive Analysis of available Public Data, from HP & Lenovo, [03.29.2022]

<sup>13</sup> Based on Dell internal analysis of competitive PC performance software and applications. September 2021  
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<sup>14</sup> Source based on a Competitive Analysis of available Public Data, from Lenovo, [03.29.2022]

<sup>15</sup> ExpressResponse must be enabled in the Applications feature. DO learns how user uses the selected applications over several hours. Based on Dell testing using Sysmark 2018 benchmark running productivity applications, March 2020. Improvement will vary based on product configuration, use, application and other factors

<sup>16</sup> ExpressCharge with Dell Optimizer (DO) requires 14 days to learn the user's behavior, then dynamically applies appropriate battery settings. DO Adaptive Battery setting must be enabled in the Power feature settings labeled "Adaptive Battery Performance". Improvement will vary based on product configuration, use, software, operating conditions, power management settings and other factors. Improvements may decrease over time. System performance may be impacted. ExpressCharge can recharge system battery from 0% up to 80% within 40 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance. ExpressCharge Boost can recharge system battery from 0% up to 35% within 20 minutes when system is powered-off and battery temperature is between 16-45 degrees C. With ExpressCharge mode enabled, the system battery can then continue charging up to 80% within 40 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity power adapter. Charging time may vary +/-10% due to system tolerance.

<sup>17</sup> ExpressCharge must be enabled within Dell Power Manager software. System must be powered off or in hibernation mode for ExpressCharge feature to function. After charging has reached the stated capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter. Charging times may vary

<sup>18</sup> Based on competitive analysis of HP, Lenovo, and Apple's offerings. SMEs analyzed Optimizer vs competitors' features for HP, Lenovo and Apple and their analysis determined that none of the competitors offer this feature for any of their devices.

<sup>19</sup> \*Disclaimer: Based on internal analysis, April 2021. Dell Optimizer available in 2020 devices, not available in OptiPlex 3000 series, Latitude 3310 2-in-1 and Latitude Chromebook Enterprise. Feature availability and functionality varies by model.

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