

## Precision 3470 Offers Better Collaboration, Security, Thermals, and a Longer Battery Life than HP ZBook Firefly 14 G9

By Andrew Glinka, Vice President of Competitive Intelligence, Dell Technologies | Oct. 2022

People seeking an optimal blend of performance, mobility and features choose Precision workstations for their no-compromises design. Now you can increase your productivity in the hybrid work environment with Dell's new Precision 3470 ultra-mobile 14-inch workstation featuring built-in AI-optimization features, advanced thermal design, longer battery life, and security features that the competing HP ZBook Firefly 14 G9 cannot match.

### Collaborate more intelligently

The Precision 3470 is equipped with Dell Optimizer, the only AI-based performance software in the industry that automatically tunes your workstation using machine learning and improves application performance, battery life, bandwidth, audio quality, privacy, and network connectivity in the background while you are working<sup>1</sup>. Precision 3470 is equipped with the following features that HP ZBook Firefly 14 G9 does not offer:

- **ExpressConnect** allows users to prioritize bandwidth for conferencing applications during calls, automatic network switching to authenticated networks that deliver better-quality WiFi, and the world's first simultaneous multi-network connection<sup>2</sup> to two wired or wireless networks at the same time, resulting in faster downloads and fewer interruptions.<sup>3\*</sup>
- **ExpressResponse** uses AI/ML to boost application performance and helps optimize your workflow so that programs and applications launch and transition faster.
- **ExpressSign-In** offers secure locking and faster sign-in by automatically detecting your presence, waking up your system, and locking your PC when you walk away.
- **Intelligent Privacy** allows you to keep sensitive data private and protect digital assets with Onlooker Detection, which texturizes the screen when an intruder is detected, while the Look Away Detect feature darkens the PC screen based on user behavior.
- **Modular Installation** allows for deployment of updates and optimization of multiple systems simultaneously and remotely with minimal interruptions.<sup>4</sup>

### Enjoy a longer battery life

You can stay mobile without having to plug in with Precision 3470's longer battery life of up to 14 hours 58 minutes with a 4-cell 64 Whr battery. HP ZBook Firefly 14 G9's battery life lasts up to 13 hours with integrated gfx and up to 11.5 hours with discrete gfx 3-cell 51 Whr battery.

### Stay cool with advanced thermal design

Precision 3470's thermals feature a proprietary Dual Opposite Outlet (DOO) fan that allows the system to run quieter, significantly cooler, and reduce heat-related crashing, benefitting users that rely on high-end applications. Because DOO fans blow air through the system, through the chassis, over the CPU and other hotspots, using DOO in mobile workstations can reduce surface temperature by as much as 6 degrees Celsius, which makes for a more comfortable user experience and bolsters hardware reliability. Competing HP ZBook Firefly 14 G9 does not have a feature comparable to Dell's DOO fan.

## Protect your device with more security features

Dell has the industry's most secure commercial PCs. Only Dell offers the following features on its workstations including Precision 3470 that HP ZBook Firefly 14 G9 cannot match<sup>5</sup>:

- Off-host security features such as BIOS verification, capture and storage of the image if the BIOS is corrupt, and Indicators of Attack to help IT identify potential future threats.
- SafeID that provides authentication integrity by securely storing and processing advanced authentication credentials in a dedicated security chip.
- Secure Component Verification, a feature that allows customers to verify that Precision 3470 and its key components arrive as they were ordered and built.<sup>6\*</sup>
- Intel ME Verification—the ability to check firmware to ensure no one has tampered with the device. This firmware is privileged and incorporating better protection through off-host verification adds additional security to Precision 3470.

## Made sustainably

Precision 3470 is EPEAT Gold, TCO 9, Energy Star and Halogen-free certified. It also contains ocean-bound plastic materials, a lid that is made with a total of 71% recycled or renewable materials, ships in packaging made from 100 percent recycled or renewable materials and the packaging is 100 percent recyclable.<sup>7</sup>

So, if you are seeking a mobile workstation that does not compromise on the features that matter the most, choose the Precision 3470. It offers greater collaboration, privacy, security, advanced thermal design and a longer battery life than the competing HP ZBook Firefly 14 G9. Check it out [here](#).





**About the author:** Andrew Glinka is Vice President, Competitive Intelligence at Dell Technologies. Andrew is an 11-year Dell Technologies veteran and brings over 23 years of experience in technology sales, management, and operations. Prior to assuming his current role, Andrew served as Global Director of Sales Strategy for the Data Protection Solutions Division. He has also managed the Global Software Sales team as well as other sales teams in the Data Protection Solutions Division. Prior to joining Dell through the EMC acquisition, Andrew owned and operated an IT Managed Services business in Virginia for over 8 years before successfully selling the company.

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<sup>1</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>2</sup> Best network selection based on signal strength, channel congestion, router type and others. Network suggestions based on user credentials.

<sup>3</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>4</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>5</sup> Based on Dell internal analysis, September 2022. Not all features available with all PCs. Additional purchase required for some features.

<sup>6</sup> \*Disclaimer: Available for U.S. Federal customers only.

<sup>7</sup> Percentage of recycled or renewable materials vary by devices.