

Dell Latitude PCs Will Maximize Your Productivity with Features Our Competitors Can't Match

By Andrew Glinka | July 19, 2022












As businesses continue to adjust to the “new normal” of the modern work environment, they should keep in mind that many employees prefer the flexibility and lifestyle benefits of a hybrid work model. At Dell, we believe that work is an outcome, not a location and we are simply asking our devices to do more than what they were designed to do three years ago.

For employees to succeed regardless of their role, PCs must be equipped with features that increase employee productivity, enhance collaboration, and provide greater flexibility for meeting various working styles. This is where the Dell Latitude portfolio comes in to help workers be as efficient and productive as possible.

Our new Latitudes are the world's most intelligent PCs¹ designed with collaboration and performance in mind, featuring the latest connectivity options—5G and Wi-Fi 6E^{2*}, improved privacy and security while being smaller and thinner than the previous generation of products. These devices, with 12th Gen Intel Core processors, are more powerful and sustainable than ever, and contain some incredible innovations. The world's first collaboration touchpad³, hardware-controlled camera and microphone, best-in-class neural noise cancellation^{4, 5} and electromagnetic camera shutter will transform how your employees work no matter their work environment.

New Dell Latitude's devices offers Dell Optimizer, an Artificial Intelligence software that improves application performance, battery life, bandwidth, audio quality, privacy, and network connectivity while you work. Our competitors HP, Apple and Lenovo do not offer some of these essential features. We also offer laptop or 2-in-1 configuration options across Latitude 3000, 5000, 7000, and 9000 series – a choice not offered by our competitors.

The Latest Dell Latitude Devices

9000	 Latitude 9330 2n1	 Latitude 9430 (NB or 2n1)	
7000	 Latitude 7330 (NB or 2n1) Latitude 7320 Detachable	 Latitude 7430 (NB or 2n1)	 Latitude 7530
5000	 Latitude 5330 (NB or 2n1)	 Latitude 5430 Latitude 5431	 Latitude 5530 Latitude 5531
3000	 Latitude 3330	 Latitude 3420	 Latitude 3520
	13"	14"	15"

Now let's dive into why our Latitudes are the best fit for any workspace...

3000 and 5000 Latitude Series Can Help You Efficiently Accomplish Tasks and Collaborate with Others

Are you budget-conscious and seeking PCs for a job centered around producing basic content, accomplishing tasks, and collaborating with others? Then our essential Latitude 3000 and mainstream 5000 series devices are perfect for you. Our newest Latitude 3330 laptop or 2-in-1 with active touch screen and pen support allow for efficient work, note-taking, and collaboration. Dell Latitude 3000 and 5000 series PCs are smaller and lighter than competing Lenovo and HP systems. Our 13-inch laptop or 2-in-1 is also the world's lightest 13-inch Essential Business Notebook⁶ while our Latitude 5000 series includes the world's most scalable mainstream PCs⁷ that are built for multitasking. The new Latitude 5330, 5430 and 5530^{8*} are the world's smallest 13/14/15-inch and lightest 13/15-inch mainstream business laptops⁹, offering more desk space and are easier to carry while on the go.

Want to optimize remote video work meetings with greater resolution and clarity? Our Latitude 5000 series are equipped with FHD camera options featuring the latest TNR 3 technology for excellent image quality. HP only

offers an HD+IR webcam option on competing EliteBook 600 series PCs and Lenovo does not offer TNR at all.^{10*}

Do you work in a noisy home or office environment? Dell Optimizer Intelligent audio embedded in our Dell Latitude PCs will help you sound great from anywhere with neural noise cancellation that suppresses background noise and is designed to identify human speech, so voices come through more clearly during calls.

Unlike our Latitude PCs, the competing HP devices such as ProBook 400 and EliteBooks 600 and 800 do not offer AI-based app, connectivity, battery optimization^{11*} or modular installation. Only Dell has exclusive IP that seamlessly optimizes and improves app performance based on your usage for better-sustained performance. HP ProBooks do not offer dynamic voice leveling for clearer audio and HP EliteBooks 600 and 800 do not offer privacy features such as onlooker detection, screen blurring when the user looks away, or proximity-based sign-in.¹²

Lenovo's competing devices do not offer the AI-based foreground app optimization feature such as Dell Optimizer ExpressResponse, battery or network connection optimization or modular installation.¹³

Maybe your team handles confidential information. Not only do we offer privacy features, but our Latitudes come with powerful security employing both software-based above the operating system protections and hardware-based below the operating system capabilities.

7000 and 9000 Latitude Series Can Help You Move Your Company Forward

Are you constantly meeting with clients or traveling for your job? On-the-go business leaders such as yourself need devices that are easy to carry, look great, and enhance productivity and collaboration. The Dell Latitude 7000 and 9000 series PCs offer all of that and more.

Our premium Latitude 7000 series laptops and 2-in-1s have been redesigned smaller and lighter, feature higher-performance processors, DDR5 memory options, all-day battery life, improved thermals, and acoustics. The Latitude 7330, 7430 and 7530 are the world's smallest 13/14/15-inch premium commercial laptops¹⁴ with all the Dell Optimizer 3.0 features^{15*} and two battery options. Our Latitude 7000 series has a smaller

footprint with 4-side narrow borders and better front-of-screen experience than HP EliteBook 800 and 805, providing you with a more compact PC and ability to transition across multiple workspaces.¹⁶

If you want improved productivity by having more room to multi-task without the need for an extra monitor, our 16:10 InfinityEdge QHD display on the Latitude 9000 series is designed with your needs in mind. Competing HP PCs have only 2-sided narrow UHD/FHD displays^{17*}. The Latitude 7000 and 9000 series also offer multi-touch displays making it easy to navigate between applications, which even the latest generations of Apple MacBook Pros do not offer.¹⁸

Our new ultra-premium Latitude 9330 and 9430 devices will help you fully maximize your business potential with ultimate control at your fingertips. Unlike Lenovo's competing systems, Latitude 9000 series offer PC as a Speakerphone combined with Dell Optimizer Intelligent Audio's microphone optimization. This enhances the conference call experience by enabling you to hear and be heard more clearly without the need for additional peripherals.¹⁹

Once again, Dell's Latitude 9000 series are the world's smallest 13/14-inch 16:10 aspect ratio ultra-premium laptops or 2-in-1s, are perfectly sized for the mobile worker.²⁰ Our highly anticipated Latitude 9330 launched recently and is designed with a built-in collaboration touchpad so that you can have quick access to control features such as microphone mute/unmute, video on/off, screen share and chat in Zoom meetings. The competing HP Elite Dragonfly G3 and Lenovo ThinkPad X1 Nano Gen 2 do not offer a collaboration touchpad.²¹

Even on these premium systems, our competitors cannot match our collaboration features. HP EliteBook 800 models do not offer similar privacy features such as onlooker detection, proximity-based sign-in, screen blurring when the user looks away, optimized network connection or modular installation. Lenovo's competing ThinkPads are not equipped with AI-based battery life, network connection optimization, or modular installation. Even the Apple MacBook Pros that compete with these Latitudes do not offer AI-based app, network connection or battery optimization, automated microphone tuning, blurring of the screen or onlooker detection.²²

Are you convinced that your workforce must have a Latitude with all these incredible features as soon as possible? I don't blame you! But there is more.

Not only will you enjoy all the benefits that Latitudes have to offer, but you will also help the environment! That's right! Owning a Latitude means contributing to sustainability and helping our planet. Why? We include various sustainable materials in our Latitude devices, and the packaging across our commercial PCs is made from 100% recycled or renewable materials and is 100% recyclable.²³ Our Latitude 5000 series PCs are our most sustainable devices yet and are the first PCs to use bioplastics from trees.²⁴

As companies continue to invest in improving their device fleets with Dell Latitudes, the responsibility to secure and manage the devices becomes easier and more streamlined. At Dell, we are committed to innovating our products to ensure you show up as your best self no matter where or how you work.

The new Dell Latitudes are enhanced with optimization, privacy, security, portability, sustainability, and serviceability that the competition simply cannot match. Let us help you [order the Latitudes](#) that improve your productivity no matter where you work and exceed your expectations.

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

² *5G & Wi-Fi 6E is not available on Latitude 3000 series PCs.

³ Based on Dell analysis, January 2022.

⁴ Based on Dell internal analysis of competitive PC performance software and applications. September 2021 AD#CLM-003280.

⁵ Based on Dell internal analysis of competitive PC performance software and applications. September 2021.

⁶ [Based on internal Dell analysis](#), January 2022.

⁷ [Based on Dell internal analysis](#), October 2021.

⁸ * Only the 13" can be a 2-in-1.

⁹ [Based on Dell internal analysis](#), October 2021.

¹⁰ *Not available on Latitude 5320 2-in-1. Source based on a Competitive Analysis of available Public Data, from HP & Lenovo, [06.20.2022]

¹¹ *HP's battery auto-adjustment is not AI-based and only available on the EliteBook 800 series.

¹² Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [03.29.2022]

¹³ Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [03.29.2022]

¹⁴ Based on Dell Internal Analysis, September 2021. The smallest refers to total surface area of the notebooks. The smallest refers total surface areas of the notebook. ([7330](#), [7430](#), [7530](#))

¹⁵ Analytics Optimizer feature is only available across Precisions.

¹⁶ Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [03.29.2022]

¹⁷ Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [06.20.2022]. * Dell's 15" display in a 14" chassis with InfinityEdge bezel is only available on Latitude 9520.

¹⁸ Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [06.20.2022]

¹⁹ Intelligent Audio with Neural Noise Cancellation and speakerphone for seamless collaboration on [Latitude 9000](#).

²⁰ Source based on internal analysis March 2022 ([9430](#), [9330](#))

²¹ Source based on Competitive Analysis of available Public Data, from HP & Lenovo, [06.21.2022]

²² Source based on Competitive Analysis of available Public Data, from HP, Lenovo & Apple [03.29.2022]

²³ Percentage of recycled or renewable materials vary by devices. For more information, refer to [The Latitude Family Brochure](#)

²⁴ Based on Dell analysis of publicly available data performed in February 2022. For more information, refer to [The Latitude Family Brochure](#)