

Take Your Experience to the Next Level with Dell Latitudes 7430 & 9430

By Andrew Glinka | July 20, 2022

Dell Latitude Premium or Ultra-Premium devices provide business leaders with ultimate productivity, collaboration, connectivity, and the best experiences to help grow your business. You will be amazed at the amount of power and innovation built into these thin and light business notebooks. Let's look at some of the latest capabilities that help them stand apart from the competition.

Latitudes have been meticulously designed as flexible and versatile form factors. They're available in laptop or 2-in-1 configurations. Other laptops, such as Lenovo ThinkPad X1 Carbon Gen 10 and ThinkPad X1 Yoga Gen 7, do not offer the same design flexibility.

The Latitude 9430 has the best screen to body ratio on a 14" business PC with narrow borders so you can see more of the screen without losing portability.

Latitudes are widely considered to be the most intelligent PCs in the world¹ because they contain Dell Optimizer 3.0, an embedded artificial intelligence software that improves application performance, battery life, bandwidth, audio quality, privacy, and network connectivity while you are working.²

Speaking of connectivity, if access to faster Wi-Fi speeds is important to you, then these Latitudes will not disappoint. You can stay connected virtually anywhere with Wi-Fi 6E and 5G, 4G LTE and eSIM options.

Also, only Dell laptops offer an optimized network connection feature called ExpressConnect³ to experience 3x less buffering, 20% more data transfers, 8x better video quality, and 30% faster app and data processing.⁴ You can prioritize bandwidth for conferencing applications during your calls, and automatically switch to networks that deliver better quality WiFi. They also offer the world's first simultaneous multi-network connection⁵ so you can connect to two wired or wireless networks at the same time, resulting in faster downloads and fewer interruptions.^{6*} While Lenovo ThinkPad X1 Carbon Gen 10 and ThinkPad X1 Yoga Gen 7 can detect untrusted networks, they cannot optimize network connections or offer modular installation allowing you to install only the features you want.^{7*}

The camera is enhanced with temporal noise reduction and offers SafeShutter, the industry's first automatic camera shutter that automatically knows when to open and close the camera and mute/unmute the microphone, always ensuring your privacy. Once again, Lenovo ThinkPad X1 Carbon Gen 10 and ThinkPad X1 Yoga Gen 7 do not offer these features. You can even take conferencing to the next level with enhanced audio and 4K display options with ComfortView Plus that will decrease strain on your eyes and improve productivity by helping to reduce blue-light emissions.

Dell Technologies also provides enhanced security on its commercial PCs⁸ by offering a comprehensive set of security solutions for more peace of mind. Some reside below the OS such as SafeBIOS, SafeID and SafeScreen and some above the OS that can be added, such as SafeData, SafeGuard and Response, and VMware Workspace ONE. These security options provide everything you need to protect your PC from one location.

Perfectly fit for sophisticated business leaders, Dell Latitude Premium or Ultra-Premium devices are made with CNC Aluminum with diamond-cut edges that provide strength and clean lines. The Lenovo ThinkPad X1 Carbon Gen 10 and ThinkPad X1 Yoga Gen 7 only offer a carbon top and aluminum bottom combo.



Figure 1: Dell Latitude 9430



Figure 2: Dell Latitude 7430

Finally, Dell products are designed, packaged, and shipped with sustainability in mind. Before they leave the factory, they are packaged in 100% recycled or renewable materials that can be 100% recycled.⁹

Check out these links (Dell Latitude [7430](#) or [9430](#)) if you want the ultimate collaboration device designed for the modern hybrid work environment.

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

² Based on internal analysis, April 2021. Feature availability and functionality varies by model.

³ ExpressConnect available with Dell Optimizer software version 2.0 and onwards. Download the latest at <https://www.dell.com/support/home>.

⁴ 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.

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

⁶ *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.

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⁸ Applies to Dell Precision, Latitude and OptiPlex. Based on Dell analysis, January 2020.

⁹ Premium Packaging: Approximately 78% recycled content and 22% renewable content in the form of FSC paper fibers. Excludes optional items added to order and included in box.