



# Meet our new AI PC family

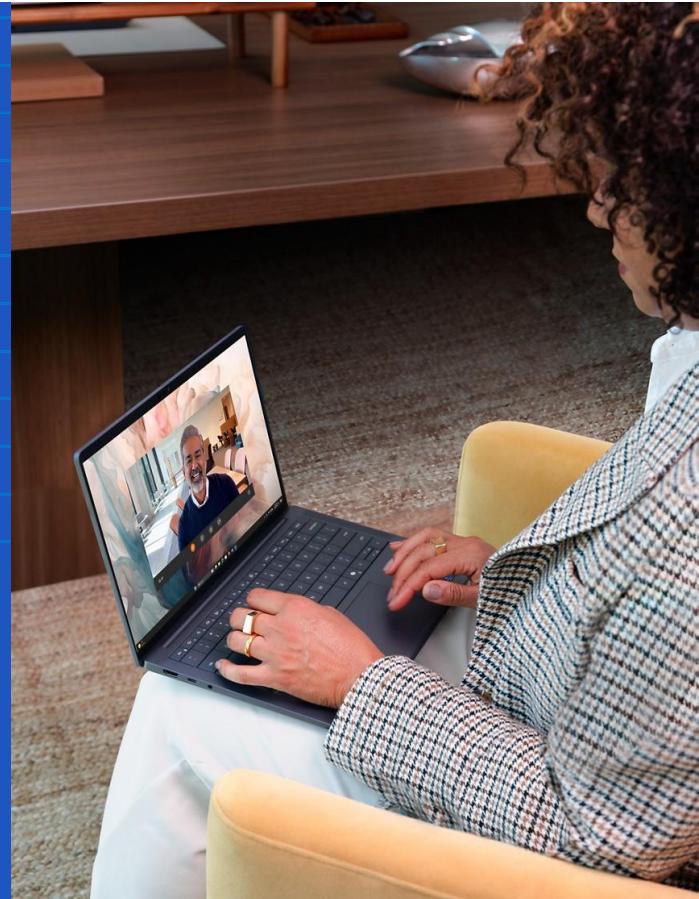
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A unified portfolio for the AI PC era

intel  
CORE  
ULTRA

# Three simple product categories

Finding your perfect AI PC has never been easier.



While our iconic Alienware brand will continue to serve PC gamers, the rest of our product lines across PCs, monitors and accessories will consolidate into three simplified product categories. From sleek laptops to powerful workstations and versatile desktops, all powered by Intel® Core™ Ultra processors, Dell's new AI PC and accessories lineup lets you collaborate, create and drive productivity no matter the location.



**Dell**  
*Formerly XPS, Inspiron and Vostro*

AI-powered laptops and desktops for every day productivity and entertainment.



**Dell Pro**  
*Formerly Latitude & OptiPlex*

Professional-grade AI laptops and desktops that deliver exceptional performance, innovative durability, class-leading security and simplified management.



**Dell Pro Max**  
*Formerly Precision*

Professional-grade AI laptops and desktops that unlock maximum performance through cutting-edge CPUs, pro-level GPUs and high-speed storage and advanced memory.

# Three simple tiers

Within each product category, we offer three straightforward tiers for an easy, intuitive experience when selecting the right products for your needs.



## Dell

*Designed for play, school and work*

## Dell Pro

*Designed for professional-grade productivity*

## Dell Pro Max

*Designed for maximum productivity*

**Premium**  
*Ultimate in design and mobility*



**Plus**  
*Scalable performance*



**Base**  
*Essential multitasking*





# Consistent Dell desk solutions

Except for our UltraSharp monitors, Dell's brand unification extends beyond PCs to the entire desk ecosystem, so it's even easier for customers to find the right technology solutions they need today and, in the future. The UltraSharp brand will remain because it stands for the best color performance and color accuracy across our home and professional lines.



Dell / Dell Pro



AI PC essentials designed to boost everyday productivity.



Dell Plus / Dell Pro Plus

Optimized desk setups to maximize performance and drive AI-enabled experiences anywhere.



Dell Pro Premium / UltraSharp

Best-in-class desk solutions built with advanced collaboration features for exceptional future-ready performance.