

# Vostro 13/14 5000 (Armani)

Messaging Brief for November 22, 2017 RTS

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# Armani 13 5000 (5370)



	Exterior	Interior	
Baseline	Silver	Nocturnal Blue	
Upsell	Rose Gold	Rich Walnut Brown	

# Armani 14 5000 (5471)



	Exterior	Interior	
Baseline	Platinum Silver	Nocturnal Blue	
Upsell	Rose Gold	Rich Walnut Brown	

# Armani 13 5000 (5370)



Example of Armani 13" in Silver and Nocturnal Blue (baseline).

The 13" also comes in Rose Gold and Rich Walnut Brown (upsell).

# Armani 14 5000 (5471)

Example of Armani 14" in Rose Gold and Rich Walnut Brown (upsell).

The 14" also comes in Platinum Silver and Nocturnal Blue (baseline).



# Interline positioning — brand level

## Latitude/OptiPlex

For business class  
security and reliability



The world's most secure and manageable laptops and desktops delivering reliable productivity to your business.

## Vostro

For small business



Laptops and desktops with the right balance of business features and performance, designed for small business.

## Inspiron

For home and home office  
computing



Three families of systems offering style, performance and pricing to fit your needs.

## XPS

Designed to be the best



Laptops, AIOs, 2-in-1s, and desktops with exceptional build quality, unique materials, and powerful features.



# Armani executive summary

<b>What</b>	Vostro 5000 Series 13"/14" small business notebook with up to Intel® Kaby Lake R – processors. Volume – <b>13"</b> : 184,502; <b>14"</b> : 234,478	
<b>SMCI</b>	<b>New thin &amp; light notebook for on-the-go professionals needing mobility and mainstream business features</b>	
<b>For whom</b>	<ul style="list-style-type: none"><li>• <b>13"</b>: Consumers who appreciate premium-looking thin &amp; light (T&amp;L) laptops but also demand strong performance.</li><li>• <b>14"</b>: SMB users who are seeking premium T&amp;L laptop with strong performance &amp; mobility at mainstream price</li><li>• Customer personas – Digital Affluent Families, Young Upcoming, Mid/High IT</li></ul>	
<b>Where</b>	<ul style="list-style-type: none"><li>• China</li><li>• APJ: Japan, South Asian countries, Australia, New Zealand, India (14" only)</li><li>• EMEA: Available in all locations</li></ul>	
<b>Why</b>	<ul style="list-style-type: none"><li>• <b>13"</b>: Drive share gain in mainstream price band with a stylish ID &amp; valuable features to drive fast growing 13" T&amp;L NB market and E-tailor business in China.</li><li>• <b>14"</b>: Drive share gain in mainstream price band with a stylish ID &amp; valuable features to help channel business growing in commercial space.</li></ul>	
<b>Product highlights</b>	<ul style="list-style-type: none"><li>• <b>Powerful yet Slim Design</b>: Up to 8th Generation Intel® Quad Core™ i7 R-series processor. Integrated Intel® HD graphics or discrete AMD Radeon 530 graphics card. Up to 512GB SSD storage available on the 13", and dual drives are available on the 14". 14" also supports optional Intel® Optane™ memory (available Cycle 1, 2018).</li><li>• <b>Business security features</b>: Optional power button fingerprint reader, optional hardware TPM, and optional free-fall sensor (14" only).</li><li>• <b>Improved productivity</b>: Plenty of ports, such as USB 3.1 Gen 1 Type-C™, HDMI, USB 3.1 Gen 1 Type-A (x2)</li><li>• <b>Better video and audio experience</b>: FHD IPS Anti-Glare and Waves Maxx Audio® Pro.</li><li>• <b>Professional yet stylish design</b>: Thin and light, beautiful look with color options, and metal piece chassis. 13": 2 piece metal chassis (Top and bottom cover); 14": 3 piece metal chassis (Top &amp; bottom cover, as well as the palm rest)</li></ul>	
<b>Previous model</b>	Dali 14" – Vostro 5468	
<b>RTS</b>	November 22, 2017	
<b>Launch dates</b>	<ul style="list-style-type: none"><li>• China: 11/24 (Indirect); 12/8 (Direct)</li><li>• EMEA: 11/22 (Indirect) or 12/15 (Direct)</li></ul>	∞ RoAPJ: 11/29 (Indirect); 12/19 (Direct)

# Armani 5000: SMCI and key messages

**SMCI: New thin & light notebook for on-the-go professionals needing mobility and mainstream business features**

Feature	Benefit	Vs. the competition
<b>Powerful yet slim design</b> <ul style="list-style-type: none"> <li>Up to 8th Generation Intel® Core™ i7 Kaby Lake R-series processor</li> <li>Up to 32GB 2 DIMM slots at DDR4</li> <li>AMD Radeon 530 discrete graphics card with up to 4GB of GDDR5 memory</li> </ul>	<p>The latest Intel processors up to Core™ i7 keep help you power through intensive computing tasks and spacious memory helps your laptop stays quick and responsive, unlike older systems with less memory that bog down and crash.</p> <p>For more demanding graphics-rich applications or uninterrupted multi-tasking performance, you can opt for the built-in discrete AMD graphics for a performance boost.</p>	<p>Processor at parity.</p> <p>13": Better than competitors graphics cards 14": Not as nice as competitors graphics cards</p>
<b>Powerful yet slim design</b> 14" also supports Intel® Optane™ memory (available Cycle 1, 2018)	<p>Pairing Intel® Optane™ Memory with slower media like that of a HDD or SATA SSD, gives you amazing performance and responsiveness in large capacities.</p>	<p>Most likely also available on competitor options – won't know until CY2018</p>
<b>Powerful yet slim design</b> 13" – Up to 512GB SSD storage	<p>Big hard drives allow you to store you content with less worry about running out of space. SSD quickens responsiveness when loading apps &amp; files. SSDs provide longer battery life, quicker responsiveness, quieter performance and improved shock resistance compared to conventional hard drives.</p>	<p>Generally at parity</p>
<b>Powerful yet slim design</b> 14" – Dual drives up to 128GB M.2 SSD/ 500GB/1TB HDD	<p>Big hard drives allow you to store you content with less worry about running out of space. Dual drives with M.2SSD + HDD – best of both worlds with stable &amp; speedy performance plus large storage capacity</p>	<p>Major competitors do not offer dual drives but some offer larger (2TB) HDD</p>
<b>Professional yet stylish design</b> Thin & Light 13": 2 pieces metal finish 14": 3 pieces metal finish Variety of Color Options	<p>Thin and light, the Vostro 13/14 increases your mobility with this incredibly portable device. It fits easily into your Dell carrying case and goes wherever business takes you. The array of colors and metal finishes are sophisticated, professional, and makes the Vostro 13/14 more visually outstanding to keep you looking good in front of clients.</p>	<p>Thinner and lighter than competitors</p>

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# Armani: SMCI and key messages

**SMCI: New thin & light notebook for on-the-go professionals needing mobility and mainstream business features**

Feature	Benefit	Vs. the competition
<b>Better audio and video experience</b> <ul style="list-style-type: none"><li>• Waves Maxx Audio® Pro</li><li>• FHD IPS AG displays</li></ul>	<p>Your customers will be impressed by this video conferencing solution that reduces background noise and boosts audio clarity.</p> <p>FHD IPS anti-glare displays deliver a great visual experience.</p>	<p>Waves Maxx Audio® Pro is exclusive to Dell</p> <p>Panels are at parity with competitors</p>
<b>Business security features</b> <ul style="list-style-type: none"><li>• Optional power button fingerprint reader</li><li>• Optional Hardware TPM 2.0</li><li>• Optional free-fall sensor (14" only)</li></ul>	<p>With the optional power button fingerprint reader and Windows Hello, your device and data is more secure because there aren't passwords to forget or hack; your device unlocks for you and only you.</p> <p>Optional Hardware TPM (based on regional availability) delivers commercial-grade security by providing hardware protection and storage for encryption keys. It is used by various pieces of software (WiFi, hard drive encryption, etc.) to verify that your device is unique and trusted by other devices.</p> <p>Optional free-fall sensor automatically locks the hard drive and prevents data from damage when it senses your laptop is falling.</p>	<p>Generally at parity, some competitors offer fingerprint reader standard</p>
<b>Improved productivity</b> - Plenty of ports: <ul style="list-style-type: none"><li>• 2x USB 3.1 Gen 1 Type-A</li><li>• 1x USB 3.1 Gen 1 Type-C™ – Data transfer, Power delivery, &amp; Display ports</li><li>• HDMI, SD card, and Audio Jack</li><li>• N-lock</li><li>• RJ45 (10/100/1000) (14" only)</li></ul>	<p>Plenty of ports for you to connect all of your devices. USB 3.1 Type C ports provide universal connectivity.</p>	<p>Generally at parity, except most major competitors offer a VGA display port</p>

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# NEW Vostro 13 5000 (5370)



Product appearance may vary slightly from image shown. Subject to regional availability.

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## Striking design with high-powered mobile performance

- **Fast responsiveness:** Up to 8th Generation Intel® Quad Core™ i7 processor to power your business needs. Up to 32GB DDR4 memory helps your computer stay quick and responsive. For more demanding graphics-rich applications or uninterrupted multi-tasking performance, opt for discrete AMD Radeon™ 530 graphics for a performance boost.
- **Generous storage:** Up to 512GB SSD, which allows you to store your content with less worry about running out of space. SSD quickens responsiveness when loading apps & files.
- **Improved productivity:** Plenty of ports, such as USB 3.1 Gen 2 Type-C™, USB 3.1 Gen 1 Type-A, and HDMI to keep your devices connected. Optional backlit keyboard helps you stay connected to your business at all hours.
- **Business security features:** Optional power button fingerprint reader and optional TPM 2.0\* ensure your data is secure and your system is protected.
- **Made for mobility:** Thin and light, the Vostro 13 goes wherever business takes you.
- **Professional yet stylish design:** A premium look with several professional color options and Aluminum casing allows you to look your best with clients.

\*Note: all 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> Gen Intel® processors have hardware TPM. TPM is disabled in China and Russia for legal compliance.



# NEW Vostro 13 5000 (5370)



Product appearance may vary slightly from image shown. Subject to regional availability.

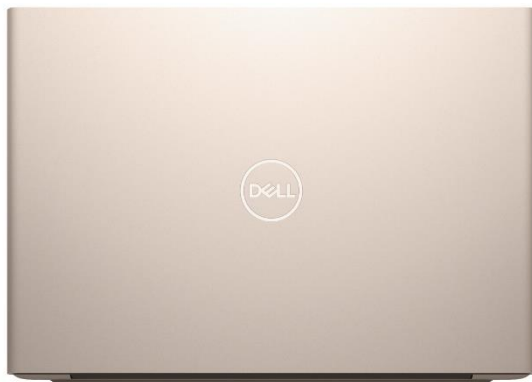
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## Technical specifications

- Latest processors up to Intel® 8th Gen Core™ i7R Quad Core
- UMA / Discrete (AMD R17-M2-30) 2/4GB GDDR5
- FHD IPS Anti-glare Non-touch
- 128G/256G/512GB M.2 SSD
- Plenty of ports: 2x USB 3.1 Gen 1 Type-A; 1x USB 3.1 Gen 2 Type-C™; HDMI, SD Card, Noble lock
- Hardware TPM 2.0 (based on regional availability) and Dell BIOS
- Optional power button fingerprint reader with Windows Hello
- Up to 32GB, 2 DIMM DDR4
- Optional backlit keyboard
- Windows 10 with Cortana
- Color options (subject to regional availability): Silver/Nocturnal Blue & Rose Gold/Rich Walnut Brown
- 2-piece metal chassis
- Weight: 1.410Kg
- Battery life up to 10 hours
- Windows 10 Home/Pro, Ubuntu
- Dimensions: 219.9 x 323.9 x 15.81mm (front)/17.55 (rear)

# NEW Vostro14 5000

(5471)



Product appearance may vary slightly from image shown. Subject to regional availability.

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## Striking design with high-powered mobile performance

- **Fast responsiveness:** Up to 8th Generation Intel® Quad Core™ i7 processor to power your business needs. Up to 32GB DDR4 memory helps your computer stay quick and responsive. For more demanding graphics-rich applications or uninterrupted multi-tasking performance, opt for discrete AMD Radeon™ 530 graphics for a performance boost.
- **Roomy storage options:** Various options allow you to store all of your content without worrying about running out of space. Choose from up to 512GB SSD, 1TB HDD, or dual drives (up to 128GB SSD and 1TB HDD).
- **Improved productivity:** Plenty of ports, such as USB 3.1 Gen 2 Type-C™, USB 3.1 Gen 1 Type-A, and HDMI to keep your devices connected. Optional backlit keyboard helps you stay connected to your business at all hours.
- **Business security features:** Optional power button fingerprint reader and optional TPM 2.0\* ensure your data is secure and your system is protected. Dropped your laptop? Optional free-fall sensor protects your hard drive.
- **Made for mobility:** Thin and light, the Vostro 14 goes wherever business takes you.
- **Professional yet stylish design:** A premium look with several professional color options and Aluminum casing and palm rest allows you to look your best with clients.

\*Note: all 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> Gen Intel® processors have hardware TPM. TPM is disabled in China and Russia for legal compliance.



# NEW Vostro 14 5000 (5471)



Product appearance may vary slightly from image shown. Subject to regional availability.

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## Technical specifications

- Latest processors up to Intel® 8th Gen Core™ i7R Quad Core
- UMA / Discrete (AMD R17-M2-30) 2/4GB GDDR5
- FHD IPS Anti-glare Non-touch
- 500GB & 1TB 5400RPM; 128G/256G/512GB M.2 SSD; or 128 GB M.2 SSD/500 GB/1TB HDD
- Plenty of ports: 2x USB 3.1 Gen 1 Type-A; 1x USB 3.1 Gen 2 Type-C™; HDMI, SD Card, RJ45, Audio Jack, Noble lock
- Hardware TPM 2.0 (based on regional availability) and Dell BIOS
- Optional power button fingerprint reader with Windows Hello
- Up to 32GB, 2 DIMM DDR4
- Optional free-fall sensor (HDD only)
- Optional backlit keyboard
- Windows 10 with Cortana
- Color options (subject to regional availability): Platinum Silver/Nocturnal Blue & Rose Gold/Rich Walnut Brown
- 3-piece metal chassis
- Weight: 1.685Kg
- Battery life up to 9 hours and 48 minutes
- Windows 10 Home/Pro, Ubuntu
- Dimensions: 240.8 x 343 x 16.1mm (front)/17.4 (rear)

# Unique Experiences and Features - Armani

	13" (5000)	14" (5000)	15" (7000)
Display	FHD IPS Non-touch	FHD IPS Non-touch	FHD IPS Non-touch
Processor	KBL R series, up to i7	KBL R series, up to i7	KBL H series, up to i7
Graphics Cards	UMA / Discrete (AMD Radeon 530) 2/4G GDDR5	UMA / Discrete (AMD Radeon 530) 2/4G GDDR5	Up to NVIDIA GTX 1060Ti 6GB GDDR5
Memory	Up to 32GB, 2 SoDIMM DDR4	Up to 32GB, 2 SoDIMM DDR4	2 SoDIMM, DDR4 Up to 16G, 32GB supportable
Dual drives (HDD + SSD)	SSD only	✓	✓
PCIe SSD			✓
Intel Optane Memory (Optional)		✓	✓
Metal Chassis	2-piece	3-piece	1-piece
Optional Backlit Keyboard	✓	✓	✓
Thunderbolt (no power delivery or docking)			✓
Windows Hello with Fingerprint Reader (Optional)	✓	✓	✓
Hardware TPM/Free Fall Sensor	Only Hardware TPM	✓	✓
Additional Ports	2x USB 3.1 Gen 1 Type-A; 1x USB 3.1 Gen 2 Type-C™ – Data transfer, Power delivery, & Display ports; HDMI; SD card; and Audio Jack; N-lock	2x USB 3.0 (A); 1x USB 3.0 (C) – Data transfer, Power delivery, & Display ports; HDMI; SD card; and Audio Jack; N-lock; RJ45	Audio, USB 3.0 (2x), USB Type C, HDMI, VGA, N lock, DC In, USB 3.0 w/power share, SD Card reader
Cortana Interactive	✓	✓	✓
Charging	Quick Charge Battery	Express Charge	Express Charge



# Screen options offering

	Model #	Screen Size	TN/IPS	AG/Truelife	Platinum Silver	Bali Blue Metallic	Silver	Rose Gold
13" 1 spindle FHD	5370	13.3"	IPS	AG			X	X
14" 1 spindle FHD	5471	14.0"	IPS	AG	X			X
15" 1 spindle FHD	7570	15.6"	IPS	AG	X	X		



# SSD & HDD combinations - Armani

	M.2 SSD 128/256/512GB	M.2 SATA SSD 256 GB	HDD 500GB/1TB	128 GB M.2 SSD/ 500GB/1TB HDD	PCIe NVMe M.2 SSD 256GB/512GB	256 GB M.2 SATA SSD/ 1TB HDD	128 GB M.2 SATA SSD/ 500GB/1TB HDD	256GB PCIe NVMe M.2 SSD/1TB HDD
13"	X							
14"	X		X	X				
15"		X	X	X	X	X	X	X

## Benefits of different SSD options:

- In terms of responsiveness: NVMe SSD >SATA SSD>HDD
- M.2 SSD: built-in SSD
- Dual drive: M.2SSD + HDD – best of both worlds with stable & speedy performance plus large storage capacity
- Intel Optane memory + HDD gives you SSD-like speed while maintaining large-storage capacity. With Intel Optane + HDD, you can wake your computer instantly, search and find files in a flash, save large files and load applications quickly.



# Aspirational claims and copy points include

- ENERGY STAR® 6.1 certified
  - EPEAT Silver certification & ErP Lot 3, Lot 6/26
  - China Energy Label (CEL level 1) & UL-NRTL/FCC Certified
1. Turn up the heat: From locker rooms to locked cars, we test Vostro laptops for survival in harsh short-term heat conditions of up to 65°C / 149°F.
  2. Everything hinges on it: We test Vostro laptop hinges to ensure they still feel tight, even after opening and closing the lid 20,000 times.
  3. Keys to success: We test commonly-used keys for 10 million keystrokes and touch pad buttons 1 million times with no failure. So go ahead, finish your novel.
  4. Buttoned up: No matter what you set your power and multimedia buttons to do, we've tested them to survive up to 40,000 pushes with no problems.
  5. Twist and turn: Call us excessive, but after twisting an Vostro laptop's base and lid more than 25,000 times, we can assure you the parts inside are well-protected.
  6. In for the long haul: Systems undergo at least 10,000 hours of highly accelerated life testing to ensure it's ready for the real world.



# Product features

## ***Faster Processing***

The new Vostro 13/14 5000 is powered by up to the high-performance **8<sup>th</sup> Gen Intel® Core™ i7 R-series Quad Core processors** – perfect to power all of your business needs.

For more demanding graphics-rich applications or uninterrupted multi-tasking performance, you can opt for the **AMD Radeon 530** discrete graphics option with up to 4GB of GDDR5 memory for a performance boost.

Spacious memory, **2 SoDIMM DDR4 up to 32GB**, helps your laptop stays quick and responsive, unlike older systems with less memory that bog down and crash.

The new **Intel® Optane™ Memory** (14" only) gives you amazing performance and responsiveness when paired with SATA SSDs or large capacity HDDs.

## ***Professional yet Stylish Design***

**Thin and light**, the Vostro 13/14 increases your mobility with this incredibly portable device. It fits easily into your Dell carrying case and goes wherever business takes you. The array of **colors and metal finishes** are sophisticated, professional, and makes the Vostro 13/14 more visually outstanding to keep you looking good in front of clients.

## ***Plenty of Storage***

**Hard drive options** up to **512GB SSD** (13") and up to dual drives **128GB M.2 SSD/500GB/1TB HDD** (14"), allow you to store your content with less worry about running out of hard drive space. **SSDs** provide quicker responsiveness, quieter performance and improved shock resistance compared to conventional hard drives. With available **dual drives** (14" only), you can add additional storage and improve performance.

## ***Built-in protection***

**Optional Hardware TPM 2.0** (based on regional availability) delivers commercial-grade security by providing hardware protection and storage for encryption keys. It is used by various pieces of software (WiFi, hard drive encryption, etc.) to verify that your device is unique and trusted by other devices.

Log in quickly and securely without having to use a password with the optional, built-in **fingerprint reader** and **Windows 10 Hello** biometric recognition feature. Feel confident that your data and your system are well-protected against malware and cyber threats with Windows 10 and preloaded security software solutions.

If you accidentally shake or drop your laptop, the **free-fall sensor** (14" only) locks the hard drive and prevents your data from being damaged.



# Product features cont.

## *Improved Productivity*

Two **USB 3.1 Gen 1 Type-A port** transfer files up to 10x faster than USB 2.0 ports, saving you time on large file transfers between your laptop and external hard drives or networks.

One **USB 3.1 Gen 1 Type-C™ ports** (data transfer, power delivery, and display ports) provide universal connectivity.

The **HDMI** allows you to connect your laptop to an external monitor or big-screen TV to view content in up to FHD / 1080p resolution for stunning detail.

The **Micro SD media card reader (13")** and **SD media card reader (14")** allows you to insert a media card into the laptop's card reader slot to transfers files from your camera or video recorder.

A **spill-resistant keyboard** helps you power through morning coffee and lunch meetings while the **optional backlit keyboard** makes work in dim light more pleasant.

Dell's **precision touchpad** provides improved performance, making every click count. Your touchpad will deliver fluid panning, pinching and zooming—the exact action you intended, every time.

## *Better Audio and Video Experience*

Enjoy a better viewing experience with **anti-glare FHD resolution display** and **IPS wide-viewing angle** for a crisp, detailed picture on-screen.

Collaborate remotely or take your meetings online with the built-in **HD webcam** and **Waves MaxxAudio® Pro** audio enhancing software. Your customers will be impressed by this video conferencing solution that reduces background noise and boosts audio clarity.

Using **Windows® 10 Cortana** with a Dell PC equipped with **Waves MaxxAudio® Pro** lets you easily interact with your own personal, digital assistant. You get a natural voice interaction experience so you have the freedom to multitask and get through your to-do list more quickly.



# Essential Accessories for your Vostro 13/14 5000 (Armani KBL-R)

## Mobile essential accessories

Enhance the mobility of your Vostro with accessories that can help you stay powered up, protected and connected on the go.



### Dell Power Companion (12,000 mAh) - PW7015M (Dura Ace)

Power and charge your Vostro along with your USB-enabled phone while you are on the go with the Dell Power Companion.

[https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Chargers/PW7015M/pw7015m\\_inb\\_00000f00\\_bk.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Chargers/PW7015M/pw7015m_inb_00000f00_bk.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Professional Backpack 15

Keep your laptop and office essentials protected with a triple-compartment, water-resistant backpack with padded handle grab, adjustable straps, and adjustable trolley pass through for rolling luggage.

[https://dam.dell.com/content/dam/global-asset-library/Products/Electronics\\_and\\_Accessories/Dell/Carrying\\_Cases/professional\\_backpack\\_15\\_and\\_17/52cdx\\_Professional\\_backpack\\_15\\_1.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Electronics_and_Accessories/Dell/Carrying_Cases/professional_backpack_15_and_17/52cdx_Professional_backpack_15_1.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Wireless Mouse- WM326 (Lavender)

Reduce cable clutter with a comfortable, wireless mouse with laser tracking and long battery life.

[https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Pointing\\_Devices/WM326/wm326\\_lsv\\_90000t\\_bk.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Pointing_Devices/WM326/wm326_lsv_90000t_bk.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Professional Sleeve 15

Keep your laptop safe and secure with a stylish heather gray, water-resistant sleeve with handles and detachable, adjustable shoulder strap.

[https://dam.dell.com/content/dam/global-asset-library/Products/Electronics\\_and\\_Accessories/Dell/Carrying\\_Cases/professional\\_sleeve\\_13\\_14\\_15/Product\\_Professional\\_Sleeve\\_2.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Electronics_and_Accessories/Dell/Carrying_Cases/professional_sleeve_13_14_15/Product_Professional_Sleeve_2.psd.form.html/content/secured/assetshare/assetview.html)

## Work essential accessories

Maximize the performance of your Vostro with work accessories that can help you increase your productivity in the office.



### Dell 22 Monitor - P2217H

Help boost your productivity with a 22" monitor that's fully adjustable with slim borders great for multi-monitor setup and multiple connectivity ports.

[https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Monitors/P2217H/P2217H\\_lfp\\_00000f90\\_bk\\_v1\\_original\\_screenfill.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Monitors/P2217H/P2217H_lfp_00000f90_bk_v1_original_screenfill.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Universal Dock- D6000 (Uno)

Connect up to three displays\* at 4K resolution or a single display at 5K resolution with USB-C and enjoy a clean desk experience with a single USB-C cable for video, data, audio, and power\*\*.

\*Dual 4K displays with USB3.0

\*\*Up to 65W

[https://dam.dell.com/content/dam/global-prelaunch/Peripherals/Docks\\_and\\_Stands/d6000\\_dock/dl\\_d6000\\_ldk\\_20030lf\\_bk.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-prelaunch/Peripherals/Docks_and_Stands/d6000_dock/dl_d6000_ldk_20030lf_bk.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Wireless Keyboard & Mouse Combo – KM636 (Black) (Persian)

Complement your workspace with a sleek and stylish wireless keyboard and mouse with compact keyboard and comfortable optical mouse.

[https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Keyboards/KM636\\_Wireless\\_Keyboards\\_and\\_Mouse/km636\\_lkb\\_10060lf\\_bk\\_kbm.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Keyboards/KM636_Wireless_Keyboards_and_Mouse/km636_lkb_10060lf_bk_kbm.psd.form.html/content/secured/assetshare/assetview.html)



### Dell Performance USB Headset – AE2 (Skrillex)

Experience high-performance sound and crisp detail in a comfortable, lightweight headband and over-ear design headset with breathable, soft-leather ear cups. Omnidirectional microphone for clear communication.

[https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Headphones/AE2/dl\\_ae2\\_skrillex\\_0001.psd.form.html/content/secured/assetshare/assetview.html](https://dam.dell.com/content/dam/global-asset-library/Products/Peripherals/Dell/Headphones/AE2/dl_ae2_skrillex_0001.psd.form.html/content/secured/assetshare/assetview.html)

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# Consumer SW Stack- Inspiron, XPS (Consumer), Vostro (Consumer)

## Key Offerings

### OEM Office 2016 or Office 365

Fully loaded with the latest and greatest versions of favorite applications: Word, Excel, PowerPoint, and OneNote

### McAfee LiveSafe

Award-winning security for every device; shields PCs from viruses and online threats like risky websites and dangerous downloads, shreds digital files like e-bills and online bank statements saved on PCs

### Adobe

Converts PDFs to Word, Excel or PowerPoint formats while preserving fonts, formatting, and layouts; access and share recently viewed PDFs from computers or mobile devices

### SupportAssist

A MS Windows based software program that automates support from Dell by identifying HW & SW issues on Dell laptops, desktops and tablets. SupportAssist notifies customers when an issue is detected

### Dell Mobile Connect (New)

Allows complete wireless integration between your Dell PC and smartphone. Make calls, sent texts, get notifications and even mirror your phone onto your PC to interact with apps

### Windows Hello

A more personal way to sign in to Windows 10 devices through facial recognition or fingerprint

## Dell Developed Baseline Preloads

- Dell Product Registration (Kickstart)
- Dell Help and Support (no Vostro)
- SupportAssist for PCs
- Dell Customer Connect (no Vostro)
- Dell Digital Delivery
- Dell Recovery Environment
- Dell Power Manager (mobile devices)
- Dell Update
- Dell Mobile Connect

## 3rd party Baseline Preloads & Monetization

- MS Office 2016 OPK (Office Trial)
- McAfee Trial  
(30-day/1yr globally, 15 mo.-emerging markets or Ubuntu)
- Dropbox (no Vostro)
- Netflix (no Vostro)
- SmartByte (no Vostro)

## Hardware Specific

- Cyberlink Media Suite Essentials (DVD, BD)
- Dell True Color v1.5 (sustaining only)

## Upsells & Optional

- OEM Office Upsells (Perpetual or Subscription): H&S, H&B, Pro, Personal Standard (Japan PIPC), Personal Premium (Japan PIPC)
- McAfee has 12, 24 or 36 month Upsell option
- Adobe: Acrobat DC, Photoshop Elements, Premier Elements
- Cyberlink: Power DVD



# Support services — leverage the experts



We keep you connected and productive, providing peace of mind so you can focus on what matters most. Support services are available around the globe with coverage in over 160 countries and 55 languages. Our ProSupport™ engineers are available 24x7 to help with hardware and software issues. In the event of spills, drops or breaks, Accidental Damage Service makes repair easy. Dell strives to ensure our customers always get the most out of their technology investments.

## Priority services sold with Vostro 13 14 5000:

**Dell ProSupport** — ProSupport for client devices is designed to provide fast, proactive IT support for businesses of all sizes. Dell ProSupport makes it easy because you get a team of engineers who are always accessible, provide you with a single source for hardware and software<sup>1</sup> issues, and respond quickly to help maximize user uptime. ProSupport also features SupportAssist technology for proactive monitoring and detection of issues and automatic case creation for faster resolution<sup>2</sup>. Dell ProSupport frees your IT team from time-consuming day-to-day user support, allowing them to focus on strategic priorities that move your business forward.

Dell ProSupport Plus with SupportAssist significantly reduced time to resolve a failed hard drive\* with: [AD#16000041]

- Up to 91% less time to resolution (48 fewer minutes to resolution)
- Up to 72% fewer steps in the support process (21 fewer steps to resolution)

**ProSupport Plus for PCs and tablets** — The only complete support service that combines predictive analysis and protection for tablets and PCs to proactively resolve and prevent issues with minimal customer effort. It ensures PCs and tablets are running smoothly so customers can focus on what's important.

**Accidental Damage Service** — Coverage for accidental drops, spills, surges and breakages. Dell Accidental Damage Service provides peace of mind for hardware systems in high-risk usage environments like schools and mobile professionals. Convenient repair of damaged systems helps minimize downtime and increase productivity. By providing enhanced coverage at an exceptional value, Dell Accidental Damage Service helps reduce out of pocket expenses and improve cost control.

**Next-Business-Day Onsite Service after Remote Diagnosis** — Your investment comes with world-class warranty and optional Next-Business-Day onsite Service after Remote Diagnosis to help you get right back to work with minimal downtime.

\* Based on Mar 2016 Principled Technologies test report, "Dell SupportAssist Provided Proactive Support for Hard Drive Failure", commissioned by Dell. Testing conducted in the United States. Actual results will vary. Full report: <http://facts.pt/Cr3tEy>

ProSupport disclosures:

1. For the IoT Edge Gateway, excludes certain software, OS and third party apps.

2. SupportAssist is only available on Windows 10, Windows 8 and 8.1 based products. Not available on Windows RT, Android, Google Chrome, IoT Edge Gateways or Wyse thin clients.



# Vostro NB portfolio



# Vostro notebook portfolio

Degas



Van Gogh



Vegas



Monet



Dali



Armani 5000



Armani 7000



	Vostro 15 3000	Vostro 14/15 3000	Vostro 14/15 3000	Vostro 14 5000	Vostro 14 5000	Vostro 13/14 5000	Vostro 15 7000
Model #	3565 (Carrizo-L) / 3561 (BYT)	14: 3458 (BDW)/3459 (SKL) 15: 3558 (BDW)/3559 (SKL)	14: 3468 (SKL/KBL) 15: 3568 (SKL/KBL) / 3562 (APL)	5459 (SKL)	5468/5568	13: 5370 14: 5471	7570
SMCI	Essential productivity notebook for SB/SO, gov and edu professionals	Essential productivity notebook for SB business and professionals	Essential performance notebook for SB business and professionals with commercial-grade security	Thin and light notebook designed to impress	Mainstream performance notebook designed to impress	<b>New thin &amp; light notebook for on-the-go professionals needing mobility and mainstream business features</b>	Powerful performance with a professional look at a great value
Key features	AMD Carrizo-L / Intel 4 <sup>th</sup> gen (BYT) processors, AG display, Gigabit Ethernet, VGA port, optical drive option	Intel 5 <sup>th</sup> gen processors, 2GB discrete, anti-glare display with touch & FHD option, VGA and Gigabit LAN, 2DIMM	2GB discrete graphics, Intel 6 <sup>th</sup> & 7 <sup>th</sup> Gen processors, DDR4 memory, optional fingerprint reader & TPM, HDMI & VGA ports	Intel 6 <sup>th</sup> gen processors, touch option, 4GB discrete, HDD/Hybrid HDD/SSD option, FPR	Lighter than prev gen, dual drive (SSD+HDD) and 2 SoDIMM DDR4, HW TPM and Dell BIOS, fingerprint reader, free-fall sensor	Intel® 8 <sup>th</sup> gen i7 R-series Quad Core, AMD R17-M2-50 GFX, Optional Intel® Optane™ memory (14"), FHD IPS AG, SSD options (13") & dual drives (14"), Type C (1)/USB 3.1 Gen 1 Type-A (2)/HDMI, optional power button FPR and TPM 2.0, Big Gulp (13") & express charge (14")	Intel® 7 <sup>th</sup> gen i7 H-series Quad core, Intel® Optane™ memory, NVIDIA® GTX 1060 graphics, FHD IPS, dual drive including PCIe, Thunderbolt 3.0, HDMI 2.0/VGA ports, optional FPR and TPM 2.0
Colors and finishes	Black plastic	Black and red (plastic), micro-stripe pattern	Black, gray, blue, red (matte textured alum), white (high gloss)	Gray and gold (anodized aluminum)	Era Grey, gold and midnight blue (anodized aluminum)	13: Theoretical gray & nocturnal; Rose gold & walnut 14: Platinum silver & nocturnal; Rose gold & walnut	Pentium Silver and Luna Blue (upsell)
Target customer	Entry-level staff, budget conscious business decision makers/owners, SB/SO, gov, edu	Entry-level staff, budget conscious business decision makers/owners	Entry-level staff, budget conscious business decision makers/owners	Mobile professional, managers, business owners looking for a stylish business laptop	Mobile professional, managers, business owners looking for a stylish business laptop	Consumer (female, frequent traveler) and SB professional who value performance, style, and mobility	Mobile professionals who need a sophisticated notebook for both intensive work and personal use
Starting price	\$249	\$299	\$249 (APL), \$299 (BYT)	\$549	\$499	13: \$549 14: \$599	\$699-1100

# Vostro SMCI ladder

CSB clients: **Great design, performance and reliability**

Vostro brand: Everything you need for small business and nothing you don't.

SMCI	3000 Series	5000 Series	7000 Series
Degas (Vostro 15)	Essential productivity notebook for SB/SO, gov and edu professionals		
Van Gogh (Vostro 14/15)	Essential productivity notebook for SB business and professionals		
Vegas (Vostro 14/15)	Essential performance notebook for SB business and professionals with commercial-grade security		
Monet (Vostro 14)		Thin and light notebook designed to impress	
Dali (Vostro 14/15)		Mainstream performance notebook designed to impress	
Armani 5000 (Vostro 13/14)		<b>New thin &amp; light notebook for on-the-go professionals needing mobility and mainstream business features</b>	
Armani 7000 (Vostro 15)			Powerful performance with a professional look at a great value

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# Vostro 5000 Series Evolution

Monet



Dali



Armani





# Armani 14" ID differences from Dali 14"

## Key changes highlights from Dali 14":

- New colors –Platinum Silver with Nocturnal Blue (baseline on 14"); Rose Gold with Rich Walnut Brown (upsell). Previously, Dali had Era Gray, Midnight Blue, and Jingle Gold.

**Dali 14"**



**Armani 14"**



# Armani 13 SPEC Introduction

	Loki 13	Armani 13	Kylo Ren 13
ID Language	New ID	New ID	New ID
Platform	Intel KBL- U/R	Intel KBL- R	Intel KBL- U/R
Chassis	2 metal part on A/D	2 metal part on A/D	3 metal part on A/C/D
Dimension	323.9 x 222 x 17.55mm	323.9 x 222 x 15.81(thinnest portion)~17.55mm	309.66 X 215.7 X 15.97mm
Display	FHD IPS (220nits, 45% color gamut)	FHD IPS (300nits 72% color gamut)	FHD IPS(narrow bezel, 330nits 72% color gamut)
Weight	Target 1.5Kg	Target 1.42Kg	Target 1.4Kg
Storage	SSD, up to 512G	SSD, up to 512G	SSD, up to 512G
Battery	3 cell 38Whr , support quick charge	3 cell 38Whr , support Big Gulp	3 cell, 38 WHr , support quick charge
Graphic	AMD R17-M2-50,up to 4G gDDR5 Intel UMA	AMD R17-M2-50,up to 4G GDDR5 Intel UHD graphics 620, Premium	Intel UMA
MEM	DDR4 , 2 Dimm ,support 4/8/12/16/32G	DDR4 , 2 Dimm ,support 4/8/12/16/32G	DDR4 , on board, support 4/8/16G
IO Port	HDMI / USB3.0 TYPE-Ax2, TYPE-Cx1 / Audio / SD Card Reader	HDMI / USB3.1 Gen 1, TYPE-Cx1 / Audio / SD Card Reader	HDMI / USB3.0 TYPE-Ax2, TYPE-Cx1 / Audio / SD Card Reader
Security	Power Button FPR(option), noble lock	TPM(option), Power Button FPR(option), noble lock	FPR(option) ,noble lock
KB	Normal(backlit option)	Normal(backlit option)	Normal(backlit option)



# FY18 Lati 5000 Breckenridge 12 MLK vs Vostro 5000 Armani 13 SPEC side by side

	<b>Armani 13</b>	<b>Breckenridge 12 MLK</b>
RTS	Q4 CY17	Q2(or Q3) CY18
Processor	KBL-R , up to i7	KBL-U/R , up to i7
Display	FHD IPS Non-touch	HD AG TN non-touch
Optical Drive	N/A	N/A
Graphics	Intel UHD graphics 620, premium / Discrete(AMD R17-M2-30) 2/4G GDDR5	UMA
Connectivity	2x2 802.11 ac +BT 4.1 1x1 802.11 ac + Bluetooth 4.1 1x1 802.11 ac + Bluetooth 4.2	2x2 802.11 ac +BT 4.1 WWAN
Memory	Up to 16GB, 2 SoDIMM DDR4	Up to 32GB, 2 SoDIMM DDR4
Ports	2 x USB 3.0 (A), 1x USB 3.0 (C), HDMI, SD Card	USB 3.0x 1(A) ,USB3.0x1(C) w/PD,USIM Universal Jack, VGA,HDMI, uSD Card, RJ45
Security	HW TPM 2.0/FPR (Optional)	HW TPM 2.0, optional FPR, <b>FIPS,TCG</b>
Manageability	Dell BIOS	Dell BIOS, <b>Dell Command SW</b>
Services and customization	Up to 3 years warranty CFS	<b>Up to 5 years warranty , ProSupport Plus</b> CFS, <b>ProDeploy</b>
Reliability	Consumer RSV specs	<b>Latitude RSV specs (drop, buffing, weighted shock, etc.)</b> <b>Free fall sensor, MIL-STD tested</b>
Storage	128G/256G/512G M.2 SSD	500GB & 1TB 7200RPM 128G ,256G, 512G M.2 SSD
Battery	Polymer 38Whr support quick charge	Prismatic 42Whr, 51Whr and 68Whr <b>Express Charge support</b>
Keyboard	Non-Backlit and Backlit	<b>Backlit</b> and Non-Backlit
Camera	HD camera	HD Camera, <b>IR Camera</b>
Color options	Grey , Rose Gold	Black
Dimensions & starting weight	323x222x17.55mm, 1.48Kg+	<b>302x208.5x21.5mm, 1.38Kg+</b>
Competitor	HP ProBook 430 , Lenovo V series	LenovoThinkPad X260

# Armani 14 SPEC Introduction

	Astro 14	Dali	Armani 14
ID Language	New ID	Same as Monet	New ID
Platform	Intel KBL- U	Intel SKL/KBL- U	Intel KBL- R
Chassis	2 metal part on A/D soft touch IMR on C part	2 metal part on A/C	3 metal part on A/C/D
Z-height (mm)	18.95mm	18.45mm	15.81 mm (Z-front, thinnest portion)~17.55mm (Z-rear)
Display	FHD (narrow bezel)	HD/FHD AG TN	FHD AG IPS
Weight	1.6Kg+	~1.62Kg+	Target 1.42Kg
Storage	HDD,SSD, SSD+HDD(dual storage)	HDD,SSD, SSD+HDD	HDD,SSD, SSD+HDD
Battery	3 cell 42Whr	3 cell, 42 WHr	3 cell, 38 WHr, support Big Gulp
Graphic	NV 940MX,up to 4G gDDR5 Intel UMA	NV 940MX ,up to 4G gDDR5 Intel UMA ,GT3	AMD R17-M2-50,up to 4G GDDR5 Intel UHD Graphics 620, Premium
MEM	DDR4 , 2 Dimm ,support 4/8/12/16/32G	DDR4, 2 Dimm ,support 4/8/12/16/32G	DDR4 , 2 Dimm ,support 4/8/12/16/32G
IO Port	2 USB type A 3.0 , 1 USB type A 2.0, N-lock HDMI ,audio jack ,SD RJ45	3 USBA, K-lock HDMI,VGA, audio jack ,SD,RJ45(10/100/1000)	2 USB 3.1 Gen1, 1x type C(data transfer/DP/PD), N-lock HDMI ,audio jack, SD, RJ45(10/100/1000)
Features	Narrow bezel	TPM, swipe type FPR(option),FFS for HDD	TPM, Power Button FPR(option), FFS for HDD
KB	Normal(backlit option)	Normal(backlit option)	Normal(backlit option)

# FY18 Lati 5000 Breckenridge 14 MLK vs Vostro 5000 Armani 14 SPEC side by side

	TAOS 14	Armani 14	Breckenridge 14
RTS	Q1 CY17	Q4 CY17	Q1 CY18
Processor	KBL-U / SKL-U up to i7	KBL-R , up to i7	KBL-U/R , up to i7 CFL-H
Display	HD AG non-touch FHD AG non-touch <b>HD touch w/IR camera for Face Recognition</b>	FHD AG IPS Non-touch	HD AG TN non-touch FHD AG TN non-touch & Touch
Optical Drive	DVD RW(15) , DVD ROM(15)	N/A	N/A
Graphics	UMA / Discrete 2G	Intel UHD Graphics 620, Premium/ Discrete(AMD R17-M2-30) 2/4G GDDR5	UMA / Discrete(NV 940MX) 2GgDDR5
Connectivity	Up to 2x2 802.11 ac +BT 4.0 1x1 802.11b/g/n + Bluetooth 4.0	2x2 802.11 ac +BT 4.2 1x1 802.11 ac + Bluetooth 4.1 1x1 802.11 ac + Bluetooth 4.1	2x2 802.11 ac +BT 4.1 WWAN
Memory	Up to 16GB, 2 SoDIMM (KBL /SKL) DDR4	Up to 32GB, 2 SoDIMM DDR4	Up to 32GB, 2 SoDIMM DDR4
Ports	USB 3.0x1, <b>USB TYPE C x1 w/Powershare,</b> USB 2.0 (1), VGA, SD Card, RJ45	2 x USB 3.0 (A), 1x USB 3.0 (C), HDMI, SD Card, RJ45	USB 3.0x1(A), USB3.0x1(C) w/PD,USB 3.1 x1(C) Universal Jack, VGA,HDMI, SD Card, RJ45
Security	HW TPM 2.0, optional <b>touch type FPR, DDP ..</b>	HW TPM 2.0/FPR (Optional)	HW TPM 2.0, optional FPR, FIPS,TCG
Manageability	Dell BIOS, <b>Dell Command SW</b>	Dell BIOS	Dell BIOS, Dell Command SW
Services and customization	<b>Up to 5 years warranty ,</b> ProSupport Plus CFS, ProDeploy	Up to 3 years warranty CFS	Up to 5 years warranty , ProSupport Plus CFS, ProDeploy
Reliability	<b>Latitude RSV specs (drop, buffing, weighted shock, etc.)</b> <b>Free fall sensor, MIL-STD tested</b>	Consumer RSV specs Free fall sensor	Latitude RSV specs (drop, buffing, weighted shock, etc.) Free fall sensor, MIL-STD tested
Storage	500GB & 1TB 7200RPM 128G ,256G m.2 SSD	500GB & 1TB 5400RPM 128G/256G/512G M.2 SSD	500GB & 1TB 7200RPM 128G ,256G, 512G M.2 SSD
Battery	Prismatic 42Whr and <b>56Whr</b> <b>Express Charge support</b>	Prismatic 42Whr	Prismatic 42Whr, 51Whr and 68Whr Express Charge support
Keyboard	<b>Backlit</b> and Non-Backlit	Non-Backlit and Backlit	Backlit and Non-Backlit
Camera	<b>HD Camera, IR Camera</b>	HD camera	HD Camera, IR Camera
Color options	Black	Silver , Rose Gold	Black
Dimensions & starting weight	337x238x23.3mm, 1.77Kg+	14" 343x240.8x17.4mm, 1.55Kg+	334x228x23.5mm, 1.59Kg+



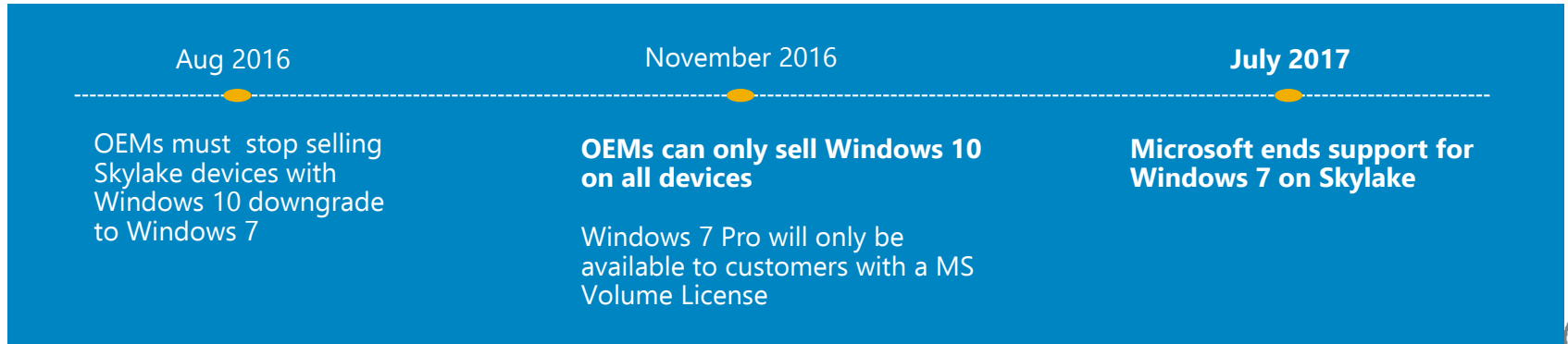
# Feature Messaging





# Reasons to transition to Windows 10 with Dell

- **Microsoft is accelerating the transition to a more modern, secure OS: Windows 10**
  - Built from the ground up to improve performance, security and manageability
  - Enables features of the latest Skylake silicon vs. Windows 7: TPM 2.0, Biometrics, USB-C, 3x battery life, faster graphics
- **Dell is the operational leader in Windows 10 migration**
  - We are the best in the industry at qualifying our devices and software on the latest Windows 10 builds
  - Our Deployment Services team will help customers transition from start to finish



# Windows 10 laptop usage scenario



What can you do on a new Windows 10 laptop?

- Run familiar Office apps on a desktop that's more organized than ever — see your tasks in a single view, snap up to four apps at once and create a new desktop when you need more space.
- With Windows Hello you can log in with just a touch – no typing needed.\*
- You can have your personal digital assistant, Cortana, help out with lots of things during your day.\*\*
- It's Windows 10 so it's fast, responsive, has more built-in security features and helps you stay up to date.
- Plus, it's designed to work with the widest range of hardware and software including what you already have.

\*Windows Hello requires specialized hardware, including fingerprint reader, illuminated IR sensor or other biometric sensors.

\*\*Cortana available in select global markets at launch. Cortana experience may vary by region and device.



# Intel® Graphics

## INTEL® HD GRAPHICS

Intel® HD graphics bring 4K entertainment to life in vibrant, flowing clarity.

Intel® HD graphics produce stunning, smooth visuals in Ultra HD. See 4K videos and popular games come to life in vibrant, flowing clarity.

Dive into detailed photo and video editing without missing a beat. Get the visual performance you expect.

# KABY LAKE REFRESH (KBL-R) VALUE PROPOSITION



## AMAZING PERFORMANCE AND RESPONSIVENESS

Over 30% better gen over gen productivity performance<sup>1</sup>

Powerful, efficient multitasking and immersive 4K/360 video editing in the sleekest designs

Intel® Speed Shift Technology—fast switching between apps and browsing for a snappy experience

Instant wake experience with Modern Standby



## IMMERSIVE ENTERTAINMENT

### 4K Theater Experience on the Go

Stream premium 4K UHD content from popular sites like Netflix\*, Sony Ultra\*, Fandango NOW\*, and YouTube\* with great battery life

Windows Mixed Reality support

### HD Gaming

Play your favorite games up to 720p on Intel® UHD graphics

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks).



## CONVENIENCE AND FASTER, EASIER CONNECTIONS

### Intuitive Interaction

Touch, Voice and Active stylus support

### Enhanced Graphics and Fewer Wires

Thunderbolt™ 3 brings lightning speed and performance to USB-C, creating one thin, reversible port that delivers the fastest, most versatile connection to any dock, display, or data device, including eGFX or fast storage.



## ROBUST SECURITY<sup>3</sup>

### A PC that Knows You

Intel® Online Connect provides more protection with fingerprint touch-to-pay for secure<sup>3</sup> online shopping, hardened password managers, and built-in two factor authentication

### Intel Threat Detection

Accelerated Memory Scanning for efficient malware detection

# Category Messaging: **Laptop** (includes: Thin & Light & Clamshell designs)

## 8th Gen Intel® Core™ Processor Family

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- **Main Message**
- **Get performance, portability, and all-new experiences with an Intel®-based laptop.**
- **Alt: Take all-new performance and all-new experiences to go. In an all-new laptop powered by Intel.**
- If you bought your last laptop more than a handful of years ago, you're missing more than you know: more power, more battery life, and more high-quality entertainment. And with the responsiveness and efficiency of a 8th Gen Intel® Core™ processor-based laptop, you're always ready to work and play on the go. Get more done as you move quickly and easily between all your favorite apps, and take your productivity, creativity, and entertainment to the next level. Plus there are all-new features to enjoy like voice control and facial recognition for hassle-free log-ins. With a range of smart, stylish designs and screen sizes, there's an Intel®-powered laptop to fit any budget.

---

### Performance and better battery life

- Unprecedented power and responsiveness mean productivity soars
- Seamless switching between programs makes multitasking easy
- Instant wake at the push of a button offers stress-free startups (supports modern stand-by)
- HD video, amazing graphics and gaming, anytime and anywhere
- Up to 10 hours battery life offer anywhere/anytime convenience<sup>15</sup>

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### Mobility and selection

- Lightweight options offer exceptional portability
- A mobile form factor means you can explore entertainment, communicate, create and be productive wherever you go
- A range of smart, stylish designs and screen sizes match every budget and need

### New experiences

- Touch, voice, and stylus options offer natural and intuitive interactions<sup>1</sup>
- Smooth streaming and HD entertainment enable immersive, full-screen 4K and 360° viewing
- Better graphics provide enhanced media and gaming experiences♦
- Incredibly vivid 4K content can be created, edited and shared
- Built-in security and facial recognition offer peace of mind and hassle-free logins<sup>1</sup>

♦ Vs a 5 yr old computer



# Other Products & Technologies

## Intel® Optane™ Memory CONSUMER MESSAGING GUIDANCE

### Soundbite:

Intel® Optane™ memory delivers system acceleration for the latest Intel® Core™ processor-based computer

**Alt:** Intel® Optane™ memory. Smart system acceleration. Radically new technology.

### Summary Statement:

Intel® Optane™ memory is a radically innovative technology that makes your computer work more efficiently. By personalizing the programs and commands you use most, Intel® Optane™ memory is a smart, adaptable system accelerator for your new 7th Gen Intel® Core™ processor-based computer. It provides uncompromising system responsiveness for mega storage drives so you can **launch faster, play smoother, and work with ease.**<sup>21</sup>

### PRIMARY - Smart

#### Gaming

Intel® Optane™ memory accelerates game level-loading on computers with a 7th Gen Intel® Core™ processor for a smooth and seamless gaming experience.

#### Content Creation & Small Business

Intel® Optane™ memory accelerates your computer's most frequently used tasks, from system start-up to searching for files fast, so your computer helps you work smarter, not harder.

#### Mainstream

With Intel® Optane™ memory your computer becomes more responsive to you by memorizing your frequently used commands for a faster, smoother, and easier user experience.<sup>21</sup>

Intel® Optane™ memory accelerates performance and reduces bottlenecks for nearly instant program loading so you spend much less time waiting for apps and programs to open on a 7th Gen Intel® Core™ processor-based computer.<sup>21</sup>

### SECONDARY - Mega Storage Accelerator

#### Gaming

Intel® Optane™ memory was designed to reduce performance bottlenecks and accelerate mega storage drives that speeds up game launching and level-loading which is critical for smooth game play.

#### Content Creation & Small Business

A "mega storage" device, [like a HDD], coupled with Intel® Optane™ memory offers the best of both worlds - high speed acceleration and [affordable] large storage capacity to store files and applications that you want to have locally, ensuring large project files launch quickly so your productivity soars.

#### Mainstream

Intel® Optane™ memory accelerates opening and storing photos, videos, games, or large amounts of content reducing the time you wait for your computer.

### TERTIARY - Innovation Leadership

Intel® Optane™ memory is an entirely new technology that improves speed while maintaining large storage capacities to accelerate productivity and system performance for an amazing user experience.

Intel® Optane™ memory is once-in-a-generation technology advancement that accelerates a computer system to make creating content, watching videos, launching applications, game-playing and almost everything you do **faster, smoother, and easier.**<sup>21</sup>

With innovations in technologies like Intel® Optane™ memory that automatically accelerates tasks and reduces bottlenecks, it's no surprise that 100+ businesses run on computers powered by Intel.♦

**This Statement  
ON HOLD  
Until Further Notice**

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# INTEL® OPTANE™ MEMORY VALUE PROPOSITIONS



## Amazing performance and responsiveness

Pairing Intel® Optane™ Memory with slower media like that of a HDD or SATA SSD, gives you amazing performance and responsiveness in large capacities



## Intelligent Software

Intelligent software that continually evolves alongside your computing habits  
No end user file management required



## Intel Branded Solution

Get all of the demand generation, ecosystem awareness, and GTM activities that comes with any Intel branded product with a major platform connection



## New Sell-Up Ladder

New sell-up ladder that delivers end user visible system benefits

# Intel Optane Memory

Intel® Optane™ memory is a revolutionary new memory technology that affordably accelerates your system, delivering high speed and responsiveness without compromising system storage capacity. When combined with a large storage drive, the Intel® Optane™ memory M.2 module accelerates computer performance, while maintaining capacity. You'll be amazed at how fast applications launch or new games install. Together, Intel® Optane™ memory and a 7th Gen Intel® Core™ i-series processor deliver a snappy PC experience with short boot times, fast application launches, extraordinary gaming experience, and responsive browsing.

## BENEFITS:

Wake your computer instantly, search and find files in a flash, and save large files quickly. A hard disk drive coupled with Intel® Optane™ memory affordably gives you SSD-like speed while maintaining large-storage capacity.



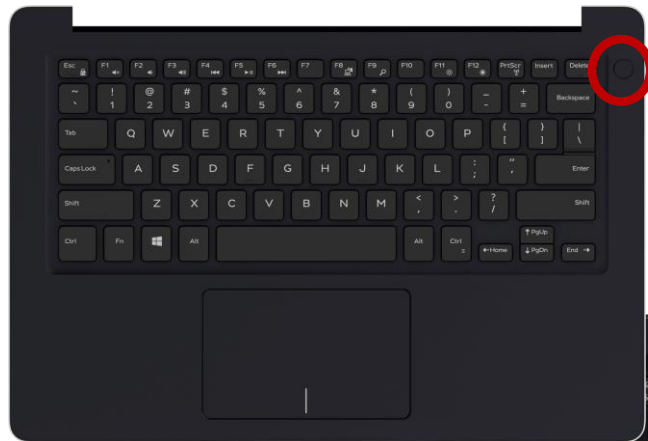


# Optional fingerprint reader + Windows 10 Hello

With Windows Hello, you can log in with just a touch — no need to type in a PIN or password. At log-in, your device greets you by name and lights up in your presence.

## Customer perception of biometrics recognition:

- Overall, fingerprint recognition is slightly **preferred** over other biometric technologies because of its **convenience**.
- Iris/eye scanning is perceived as the most secure.

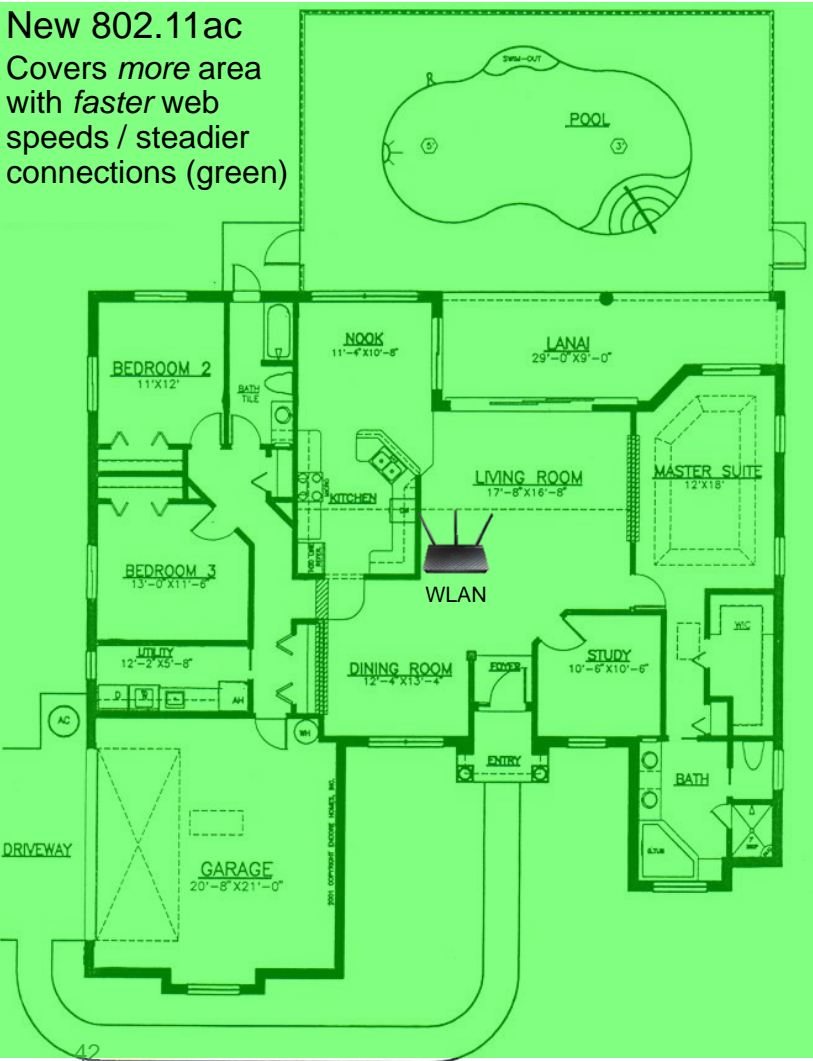


**Armani 13**

**Armani 14**



New 802.11ac  
Covers *more* area  
with *faster* web  
speeds / steadier  
connections (green)



**New  
802.11ac  
Benefits**

Lets you surf  
farther from  
your access  
point

Faster web  
page loading

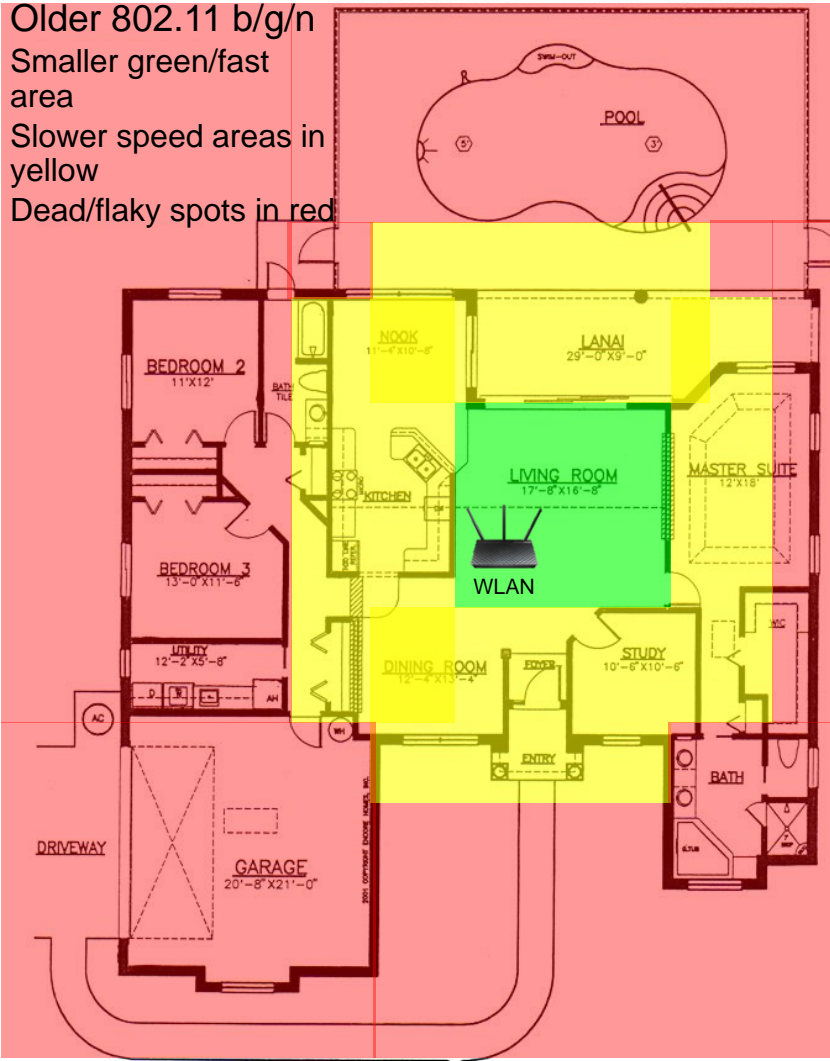
Less buffering

Fewer “dead  
spots”

Better  
coverage  
through walls

Fewer dropped  
Web  
chats/calls

Older 802.11 b/g/n  
Smaller green/fast  
area  
Slower speed areas in  
yellow  
Dead/flaky spots in red





# Target Customers



# Armani 5000 experiences and audiences

Typical use cases for device	<ul style="list-style-type: none"><li>• Basic office operations: email, Excel, Word, PowerPoint</li><li>• Business communications (IM, voice/video conferencing, social media)</li><li>• Content creation (building presentations, word documents, spreadsheets)</li><li>• Work and personal use (video streaming, casual gaming, internet browsing, online shopping)</li></ul>
Dwelling, scenes	Small office/home office, tourism, events, frequent travelers, meeting with clients
Age range (DMU)	18-50 years old
HH DMU's education level	College, post-graduate
HH annual income	Mid-range to high
HH DMU's jobs	Permanent full-time job, entrepreneur
Hobbies / interests	Kids/family, friends/community, pets, movies, music



# NA Consumer - Digital Affluent Families



High-income, married consumers with kids, educated, and value quality

*Middle-aged professionals with higher levels of education and income. Will pay for quality. Want the latest and greatest in technology that easily fits their current tech set-up.*

## PROFILE:

- **Age/Status:** 43, Married
- **Avg. Income:** \$155K
- **Personality:** stylish, ambitious, smart, dependable
- **They spend time:** watching TV/movies, listening to music, travelling, exercising
- **Top brands considered:** Dell, HP, Apple

## FAMILY TIES



Has a happy, loving, and close family



Loves to eat dinner as a family, and watch movies together

## MEDIA JOURNAL



Relies on TV news in the morning



Facebook friendly



Avid mobile user

## HOW TO TARGET

They spend several hours a day watching TV – primarily cable news and drama shows. TV ads during the morning news or evening dramas will catch their attention.

## Digital Affluent Customer Purchase Journey

### Trigger

- To replace an outdated device
- Need new features / faster performance
- For a family member

### Process

- See ads on TV, in retail stores, and on social media
- Retailer/tech websites for reviews
- Touching & trying in retail store is very helpful

### Decision

- Avg. price \$792
- Half of them purchasing online (Amazon.com etc.)
- Chosen brand delivers high quality products and services at superior value



# NA Consumer - Young Upcoming



Younger, multicultural consumers with lower household incomes

*Young and multicultural with lower household income. Desire to have the latest and greatest in tech, but getting a good deal is also important. Gamers within this group are extremely enthusiastic*

## PROFILE:

- **Age/Status:** 35, Single or Married
- **Avg. Income:** \$77K
- **Personality:** smart, aspire to be influencers
- **Spends his time:** watching movies, listening to music, adventure sports, gaming
- **Top brands considered:** Dell, HP, Apple, Microsoft

## FAMILY TIES



Has a supportive and happy family



Likes to go camping, play with pets, and shop

## MEDIA JOURNAL



Uses the Internet for news



Facebook and Instagram friendly



Uses phone for email

## HOW TO TARGET

They spends time keeping up with current events online, both on news websites like Yahoo! and CNN, and on Facebook. Ads on news websites and social media are more likely to be seen them.

## Young Upcoming Customer Purchase Journey

### Purchase Trigger

- To replace an outdated device
- Time for a change
- Promotional discounts

### Process

- Influenced by digital exposure to products/offers
- Using phone to find deals
- Tech blogs and social media for product reviews

### Decision

- Avg. price \$718
- 60% purchasing online (Amazon.com etc.)
- Chosen brand delivers high quality products and services at superior value

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# NA SB - Mid IT



IT thinking evolves slowly, typically use legacy apps & HW – long replacement cycles and budget constraints

*An intelligent, risk-taking target for IT marketers that Values IT solutions, willing to experiment and adopt solutions – early adopter mindset. They lag behind **High IT** due to budget constraints and less robust internal IT*

## FIRMOGRAPHICS:

- **# of Employees:** 10-19
- **Revenue:** \$1 million-\$2.49 million
- **Age of Biz:** 20+ years
- **Multiple sites** 15%
- **IT management:** informally managed
- **Top brands considered:** Dell, HP, Lenovo, Microsoft

## FAMILY TIES



Has a fun-loving, caring family



Enjoys going to movies, outdoor activities

## MEDIA JOURNAL



Social media aficionado (including Facebook, Twitter, and YouTube)



Highly connected with friends/family online and via phone

## HOW TO TARGET

They spend ~6 hours online a day, browsing Facebook and blogs when not visiting websites for work. Social media ads and positive reviews on blogs will catch their attention, as will word of mouth testimonials.

## Mid IT Customer Purchase Journey

### Purchase Trigger

- To replace an outdated device
- Need faster performance
- Need to upgrade software or specific features

### Process

- Saw ads on television and retailer websites
- Reviews read on technology websites (e.g. CNET)
- While product specs and features are important, price is often the determining factor when it comes to the final purchase decision

### Decision

- A quarter purchased online from manufacturer
- Selects products from brands she has experience with, and are reliable
- Chosen brand “is a good long-term investment”; that “delivers high quality products and services at superior value.”



Confidential





# Product Gallery





# Target dimensions and weights – 13”

323 x 222 x 17.55mm

< 1.48 Kg



## Image gallery—front 13”



# Image gallery—right side 13”



## Image gallery—left side 13"



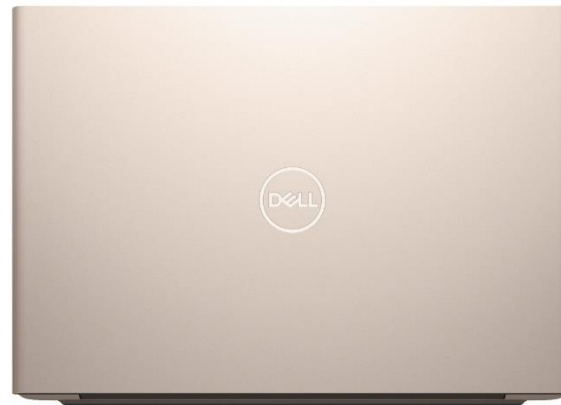
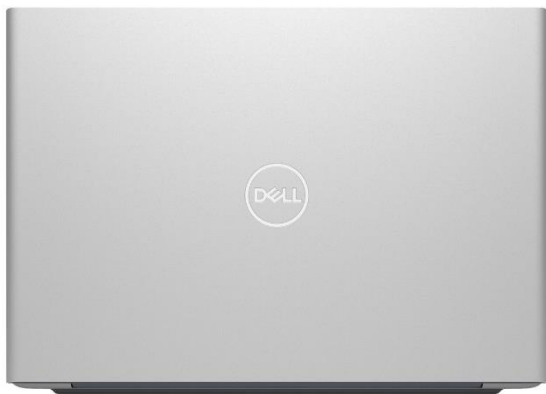
# Target dimensions and weights – 14”

337 x 238 x 23.3mm

< 1.77 Kg



## Image gallery—front 14”



# Image gallery—right side 14”



# Image gallery—left side 14”







# Competitive



# Armani 13" ID vs. Competition

**Armani 13"**



**Lenovo**



**HP**



**Xiaomin**



**ThinkPad**



**Asus**



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# Armani 14" ID vs. Competition

Armani 14"



Lenovo



HP



ThinkPad



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# 13" Middle PB Competition Landscape



## ProBook 430 G4

HD/FHD TN  
Intel U  
DDR4(2 DiMM)  
UMA  
HDMI  
TYPE -C  
TPM  
VGA  
19.8mm



## Xiaomi Air 13

FHD IPS  
Intel U  
DDR4  
NV940MX  
HDMI  
TYPE-C

14.8mm



## UX 310 13

FHD IPS  
Intel U  
DDR4  
NV  
Micro HDMI  
TYPE-C

18.35mm



## Thinkpad S2 13

FHD IPS  
Intel U  
DDR4  
UMA  
HDMI  
TYPE-C  
Onelink docking+FPR

19.2mm



## Xiaoxin Air 13 Pro

FHD/QHD IPS  
Intel U  
DDR4  
NV940MX  
Micro HDMI  
TYPE-C  
FPR

14.8mm



## Vostro 5000 13

FHD IPS  
Intel KBL- U/R  
DDR4  
AMD R17-M2-50  
HDMI  
TYPE -C  
TPM+FPR

17.55mm

14.8mm - Confidential



# HP ProBook 430 G4 & Armani 13 SPEC Comparison

	Armani 13	HP ProBook 430 G4
Platform	Intel KBL- R	Intel KBL- U/R
Chassis	2 metal part on A/D	1 metal part on C
Dimension	323.9 x 222 x 17.55mm	330 X 233.5 X 19.8mm
Display	FHD IPS (300nits 72% color gamut)	HD & FHD ,TN
Weight	Target 1.48Kg+	Target 1.58Kg+
Storage	SSD, up to 512G	HDD,SSD, SSD+HDD(dual storage)
Battery	3 cell 38Whr , support quick charge	3 cell, 48 WHr
Graphic	AMD R17-M2-50,up to 4G gDDR5 Intel UMA	Intel UMA
MEM	DDR4 , 2 Dimm ,support 4/8/12/16/32G	DDR4 , on board, support 4/8/16G
IO Port	HDMI / USB3.0 TYPE-Ax2, TYPE-Cx1 / Audio / SD Card Reader	HDMI / USB3.0 x1, USB 2.0 x1, TYPE-Cx1 / Audio / SD Card Reader/RJ-45
Security	TPM(option), Power Button FPR(option), noble lock	TPM ,FPR(swipe ,option) ,noble lock
KB	Normal(backlit option)	Normal(backlit option)

# 14" SMB NB middle PB Competition Landscape



## ProBook 440 G4

HD/FHD TN

Intel U

DDR4(2 DiMM)

NV 930MX

HDMI

TYPE -C

TPM

20.3mm



## Thinkpad E470

HD/FHD TN

Intel U/AMD

DDR4(2 DiMM)

NV 940MX 2GB

HDMI

TPM+FPR

22.4mm

Lenovo



## Ideapad M41-80

HD/FHD TN

Intel U

DDR4(2 DiMM)

AMD R7

HDMI

TPM+FPR

20.8mm



## Vostro 5000 14

FHD IPS

Intel R

DDR4(2DiMM)

AMD R17-M2-50

HDMI

TYPE -C

TPM+FPR

17.4 mm

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EUC Emerging Market



# Competitors SPEC Competition for 14” :

- Drive thin and light form-factor without significant hardware feature disadvantage and cost up

	Vostro 5000 Armani 14	Lenovo M41-80	Thinkpad E47X	HP Pro 440 G4
<b>Form-factor</b>	14	14	14	14
<b>Z-Height Weight</b>	<b>17.4mm / 1.55 kg</b>	20.8mm / 2.0+kg	22.4mm / 1.87kg	20.3mm / 1.68kg
<b>Display</b>	FHD IPS AG NT	HD NT FHD NT	HD AG NT FHD AG	HD AG NT FHD+ AG NT
<b>Processor</b>	Intel	Intel	Intel / AMD	Intel / AMD
<b>Memory</b>	2 DIMM	2 DIMM	2 DIMM	2 DIMM
<b>Optical Drive</b>	N/A	N/A	N/A	DVD-RW
<b>Storage</b>	Up to 512 SSD ,1TB HDD	Up to 1TB HDD/SSD	Up to 1TB HDD/SSD	Up to 1TB HDD/SSD
<b>Graphic</b>	UMA AMD R17-M2-50/ <b>4G</b>	UMA AMD R7 M360 2G DDR3	UMA NV 940MX 2GB	UMA/NV 930MX 2GB
<b>I/O Port</b>	2XUSB3.0(A) ,1XUSB3.0(C) HDMI SD card reader	3XUSB3.0 VGA+HDMI 4-1 SD card reader	2XUSB3.0 1XUSB2.0 HDMI 4-1 SD card reader	1XUSB3.0 ,1XUSB3.0(C) 1XUSB2.0 HDMI,VGA SD card reader
<b>Battery</b>	3 Cell 42WHr	3 Cell 45WHr 4cell 60WHr	45WHr	3cell 48WHr
<b>Connectivity</b>	AC /GbE	AC / GbE	AC / GbE	AC / GbE
<b>OS</b>	Win 10	Win 10	Win 10	Win 10
<b>Security</b>	N-locker/TPM FPR (optional) Free-fall sensor	K-locker FPR APS	K-locker TPM FPR(Optional) Free-fall sensor	K-locker TPM BIOS Protection FPR optional