

Media & Entertainment

Stay In Your Creative Zone.



MEDIA AND ENTERTAINMENT USE CASES

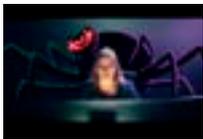
Dell provides dependable, professional grade tools that are essential to creating and delivering exceptional projects on schedule.



Editor

Experience scalable technology designed to expand or contract with your complex projects.

PAGE 03



Animator

Deliver breathtaking drawing and vector graphics that captivate your audience.

PAGE 04



Visual effects artist

Tackle photorealistic and complicated visual effects, even in VR, with amazingly fast systems.

PAGE 05



Graphic designer

Discover the ultimate power and performance for the creation process, that puts you back in the driver's seat.

PAGE 06



Media house executive

Oversee the operations and management of the media company.

PAGE 07

Editor

Keep post-production work in house with scalable technology designed to expand or contract with project complexity and schedules.



Massive editing power

A Dell Precision 7960 Tower workstation will provide ultimate scalability and performance for video and audio applications from Adobe®, Avid®, Blackmagic Design, Autodesk and more. From Dell, editors get a comprehensive hardware solution that allows for taking full advantage of the software package’s features.

Master local and offline rendering, visual effects and final finishing with speed and accuracy.

Solution recommendations for video editing

- A** Dell Precision 7960 Tower
- B** Dell UltraSharp 32 HDR PremierColor Monitor - UP3221Q
- C** Dell Premier Wireless Keyboard and Mouse - KM7321W
- D** Dell Speakerphone - SP3022

Solution recommendations for audio editing

- E** Dell Precision 5690
- F** Dell Premier Wireless ANC Headset - WL7024
- G** Dell Thunderbolt™ Dock - WD22TB4*

* Not pictured



Animator

Meet accelerated deadlines with incredible detail and quality.



Work at the speed of your creativity

Animate in style with the latest professional technology from Dell. Driven by the power of a Dell Precision 5860 Tower workstation, your animation software zooms. Bring your animation to life with a powerful solution that will actually keep up with your creative mind. Great for animation software from Adobe®, Autodesk and MAXON.

Obtain maximum performance and reliability for complex visual effects that captivate even the most discerning viewer.

Solution recommendations

- A** Dell Precision 5860 Tower
- B** Dell UltraSharp 32 HDR PremierColor Monitor - UP3221Q
- C** Dell UltraSharp Webcam - WB7022
- D** HTC Vive Pro2 †
- E** Dell Premier Wireless Keyboard and Mouse – KM7321W

* Not pictured

† Not available in all countries



Visual effects

Tackle complex visual effects, including VR, with ultimate power and performance.



Creativity made real

Efficiently combine existing footage with computer generated imagery to create realistic scenes with a solution featuring the Dell Precision 7875 Tower workstation. Combine with a Dell UltraSharp monitor and accessories to experience amazing color accuracy with software such as Autodesk® Flame and The Foundry's Nuke™.

Enjoy smooth rendering of the highest quality, even under short deadlines.

Solution recommendations

- A** Dell Precision 7875 Tower
- B** Dell UltraSharp 27 4K USB-C Hub Monitor - U2723QE
- C** Dell Dual Monitor Arm - MDA20*
- D** Dell Premier Wireless Keyboard and Mouse - KM7321W
- E** Dell Premier Wireless ANC Headset - WL7024
- F** Dell UltraSharp Webcam - WB7022*
- G** X-Rite Colorimeter i1Display Pro

* Not pictured



Graphic designer

Stay inspired with technology designed to let you create and collaborate anywhere.



Design your creative visions

An artist does their best work when their inspiration is the highlight. The Dell Precision 5680 mobile workstation is designed the way an artist would design it. Not only does it look amazing, but you will too while showing your best work to clients.

While the Precision 5690 is great for artists on the go, having a docking station connected to a Dell UltraSharp PremierColor monitor, along with a colorimeter ensures color accuracy and the tools that provide for efficiencies while working at the desk.

Deliver faster time to market, while proving for more flexibility in the design schedule for iterations.

Solution recommendations

- A** Dell Precision 5690
- B** Dell UltraSharp 32 6K USB-C HUB Monitor - U3224KB
- C** Wacom Cintiq Pro 24 Creative Pen Display Touch - DTH-2420*
- D** Dell Performance Dock - WD19DCS
- E** Dell Premier Wireless Keyboard and Mouse - KM7321W
- F** Dell Pro Wireless ANC Headset - WL5024
- G** Dell EcoLoop Pro Briefcase - CC5623
- H** Dell Speakerphone - SP3022

* Not pictured
 † Not available in all countries



Media House Executive

Manage the media company from in-house or on the go.



Design your creative visions

The Latitude 9450 is an ultra-premium 2-in-1 that redefines collaboration for media executives. Your device is meticulously crafted using a high-precision CNC machining process with a stunning graphite color and diamond-cut edges that complete the elegant look. The world's smallest commercial PC¹, your device is easy to take with you everywhere and features a roomy screen with plenty of room for productivity thanks to a 16:10 aspect ratio.

Convenient Microsoft Teams or Zoom² conferencing controls are at your fingertips with the world's only commercial Haptic Collaboration Touchpad¹ featuring customizable haptic feedback that you hear and feel. Experience a comfortable and efficient typing experience on the world's only commercial PC with a Zero-Lattice Keyboard with Battery-Saving Mini-LED Backlit Technology¹, which reduces the keyboard's power usage by up to 75% and increases battery life. ¹Stay connected to your team and clients on the world's most collaborative commercial PC.¹

Solution recommendations

- A** Latitude 9450 2-in-1
- B** Dell 14 Portable Monitor - P1424H
- C** Dell Premier Rechargeable Wireless Mouse - MS7421W
- D** Dell 7-in-1 USB-C Multiport Adapter - DA310
- E** Dell EcoLoop Pro Backpack 15 - CP5723
- F** Dell Premier Rechargeable Active Pen – PN7522W

* Not pictured



Simplify IT

Our most secure¹ and most manageable offerings make IT management a breeze⁶

Dell APEX PC-as-a-Service

Simplify PC lifecycle management and modernize the employee experience. **Simplicity:** Improve operational efficiencies throughout the PC lifecycle **Agility:** Provide end-users with the flexibility to transform and scale their IT **Control:** Maximize IT resources and control daily PC support and management. [Learn More >](#)

SECURITY

Improve fleet-wide security with multiple layers of defense

Reduce the attack surface and enhance long-term cyber resilience with [Dell Trusted Workspace](#)



Be secure from first boot

Rigorous, state-of-the-art supply chain controls and Dell-unique Secured Component Verification reduce the risk of product tampering.



Spot ticking timebombs

Early-alert feature Indicators of Attack, offered only by Dell, scans for behavior-based threats.



Stay protected from evolving threats

Only Dell offers off-host BIOS and firmware verification, providing greater security than other PCs. The latest Intel vPro[®]-based PCs provide an estimated 70% attack surface reduction.⁵

Layer on advanced threat protection with software from our ecosystem of best-of-breed partners.

Only Dell integrates device telemetry with industry-leading software to improve fleet-wide security.¹

[Learn More >](#)

MANAGEABILITY

Manage your fleet of PCs - reliably and easily

Help secure and optimize your endpoints and deliver end-user productivity with [Dell Manageability Solutions](#)

[Dell Trusted Update Experience](#) makes it simple to update endpoints, packing the latest BIOS, driver, and firmware version. Dell is the only Top-5 PC vendor that:



Publishes² a device drivers and downloads release schedule:

IT Admins can deploy fleet-wide device updates on a predictable timeline.



Performs³ integrated validation of all driver and BIOS modules in an update:

IT Admins can expect a trusted, system compatible update deployment, across a fleet of devices.



Dell has the industry's first:⁶

Binary Large Object (BLOB) package-based solution using Microsoft Intune

Systems Management Solution to integrate with Workspace ONE

Hardware OEM systems management solution to integrate with Intel vPro[®]

One BIOS

OptiPlex facilitates easy maintenance with a single BIOS across new Micro, Small Form Factor and Tower configurations and a single BIOS for All-in-Ones.

[Learn More >](#)

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1. Applies to Product launched March 2024. Based on Dell analysis of publicly available information, October 2023
2. Collaboration icons are only visible during Zoom or Microsoft Teams calls. Compatible video conferencing platforms are subject to change.

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1. Based on Dell internal analysis, September 2023. Applicable to PCs on Intel processors. Not all features available with all PCs. Additional purchase required for some features.
5. The latest Intel vPro platform-based PCs provide an estimated 70 percent attack surface reduction compared to four-year-old devices. Source: IOActive. "13th Generation Intel Core Attack Surface Study" Commissioned by Intel. March 2023. [.intel.com/content/www/us/en/architecture-and-technology/vpro/hardware-shield/13th-gen-attack-surface-study-summary-report.html](https://www.intel.com/content/www/us/en/architecture-and-technology/vpro/hardware-shield/13th-gen-attack-surface-study-summary-report.html).

**Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use. Dell Technologies and the Dell Technologies logo are trademarks of Dell Inc. Restrictions and additional requirements may apply to transactions with governmental or public entities. Dell APEX PCaaS: At the end of the contract, the customer may renew the contract or return the equipment to DFS.