

# DELL (PRO)

Kompaktní PC portfolio pro AI

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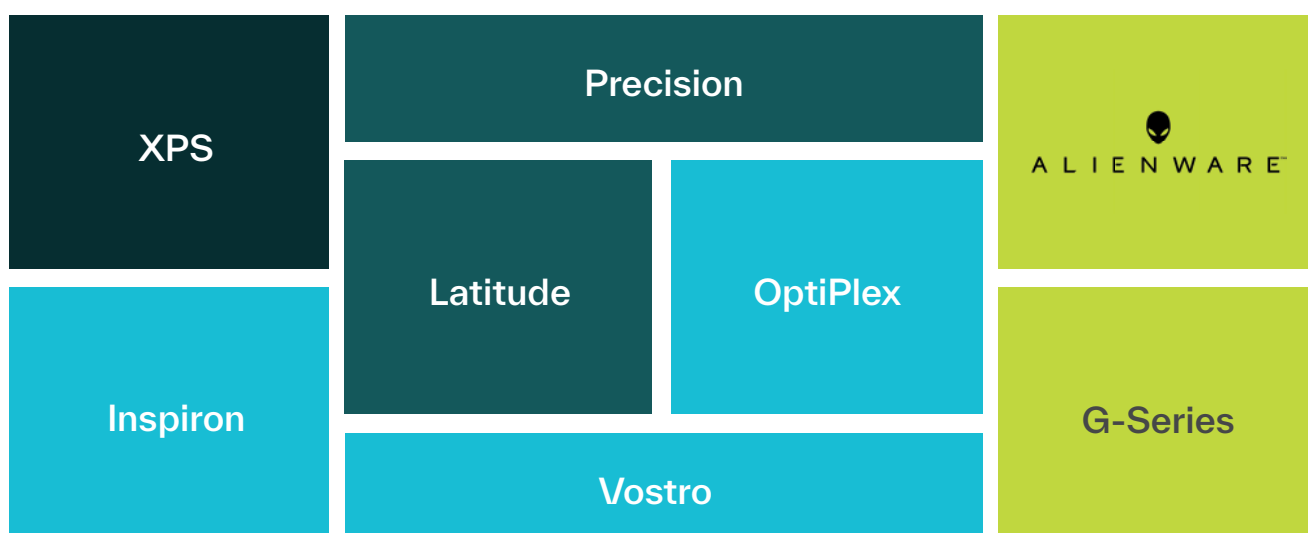


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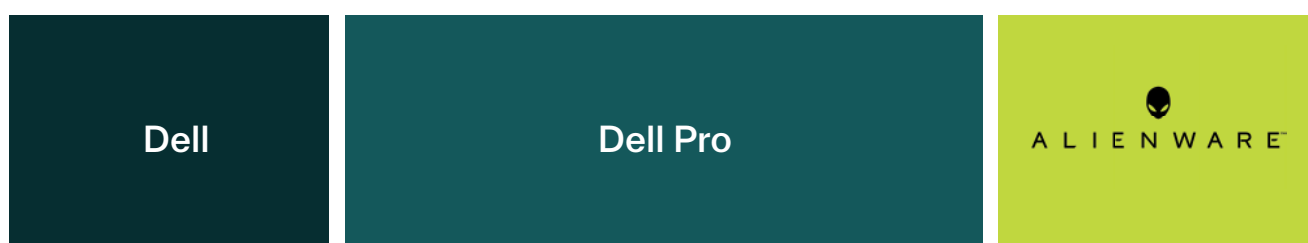
Dell naslouchá svým zákazníkům a my jako TD SYNEX, oficiální distributor Dell pro Českou republiku, Vám přinášíme velký přehled všech základních novinek a změn.

Společnost Dell Technologies je lídrem v počítačovém průmyslu a již 40 let se věnuje modernizaci a inovacím a tento nový systém označování vyjadřuje jejich závazek vůči vám i vašim zákazníkům neustále zlepšovat řešení, díky nimž jsou technologie dostupnější a intuitivnější.

S příchodem roku 2025 usiluje Dell o jasnější vymezení a zjednodušené portfolio, které bude sjednoceno napříč počítači, displeji, periferními zařízeními a službami.



## New product branding framework



# Notebooky

Premium

Dell



XPS 14 Laptop



Dell 14 Premium

Dell Pro



Latitude 7350 Ultra-Light Laptop



Dell Pro 13 Premium

Dell Pro Max (workstations)



Precision 5690 Workstation



Dell Pro Max 16 Premium

Plus



Inspiron 14 Plus Laptop



Dell 14 Plus



Latitude 5350 Laptop



Dell Pro 13 Plus



Precision 7780 Workstation



Dell Pro Max 18 Plus

Plus



Inspiron 14 Laptop



Dell 14



Latitude 3450 Laptop



Dell Pro 14



Precision 3490 Workstation



Dell Pro Max 14

# Stolní počítače

	Dell	Dell Pro	Dell Pro Max (workstations)
Tower			
	XPS Desktop / Inspiron Desktop ▼ Dell Tower Plus / Dell Tower	OptiPlex Tower Plus / OptiPlex Tower ▼ Dell Pro Tower Plus / Dell Pro Tower	Precision 3660 Tower Workstation ▼ Dell Pro Max Tower T2
Slim			
	Inspiron Small Desktop ▼ Dell Slim	OptiPlex Small Form Factor Plus / OptiPlex Small Form Factor ▼ Dell Pro Slim Plus / Dell Pro Slim	Precision 3460 Small Form Factor Workstation ▼ Dell Pro Max Slim
Micro			
		OptiPlex Micro Form Factor Plus / OptiPlex Micro Form Factor ▼ Dell Pro Micro Plus / Dell Pro Micro	Precision 3280 Compact Workstation ▼ Dell Pro Max Micro

Dell UltraSharp

S-series  
SE-series

P-series  
E-series








Dell UltraSharp

Dell Plus  
Dell

Dell Pro Plus  
Dell Pro

# Monitory

Dell	Dell Pro
	
<p align="center"><b>Dell UltraSharp</b> (No Change)</p>	
	
<p>S-series &gt;&gt; Dell Plus</p>	<p>P-series &gt;&gt; Dell Pro Plus</p>
	
<p>SE-series &gt;&gt; Dell</p>	<p>E-series &gt;&gt; Dell Pro</p>

<p style="text-align: center;"><b>P</b></p> <p style="text-align: center;">Product Line Category</p>	<p style="text-align: center;"><b>A</b></p> <p style="text-align: center;">Tier</p>	<p style="text-align: center;"><b>1 3</b></p> <p style="text-align: center;">Form Factor</p>	<p style="text-align: center;"><b>2 5</b></p> <p style="text-align: center;">Generation (Launch CY)</p>	<p style="text-align: center;"><b>0</b></p> <p style="text-align: center;">CPU Vendor / Differentiator</p>
<p><b>DECODER</b></p> <p><b>Dell</b>                      C - Dell Chromebooks                      D - Dell Laptops                      E - Dell Desktops</p> <p><b>Dell Pro</b>                      P - Dell Pro Laptops                      Q - Dell Pro Desktops                      M - Dell Pro Max Laptops                      F - Dell Pro Max Desktops                      R - Dell Pro Rugged Laptops</p>	<p><b>Tiers</b>                      A – Premium (N/A for DT)                      B – Plus                      C – (base)</p> <p><b>Purpose Built*</b>                      7 – ChengMing                      8 – OEM*                      9 – Thin Client*</p>	<p><b>Laptop/AIO</b>                      2-digit screen size: 10-99</p> <p><b>2-in-1 / Detachable*</b>                      0 for 2-in-1 + screen size                      2nd digit 00–09</p> <p><b>Desktops</b>                      M1 - Micro 1                      M2 - Micro 2                      S1 - Slim 1                      T1 - Tower 1                      T2 - Tower 2                      T4 - Tower 4                      T6 - Tower 6                      R2 - Rack 2U</p>	<p>NLT DPE, calculate RTO + 3 months, use that CY (Calendar Year) in this field</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>RTO target on or before: 9/30/27 = 27</li> <li>RTO target on or after: 10/1/27 = 28</li> </ul>	<p><b>CPU Vendor</b>                      Designates product as Intel, AMD, or Qualcomm. NOT designed to reflect architecture options (N vs N-1) offered in the same year.</p> <p>0 - Intel                      5 - AMD                      7 - Qualcomm</p> <p><b>Differentiator</b>                      If there is a need for a different product model ID under the same CPU Vendor, use the following:</p> <p>Intel 2nd product = „1“                      AMD 2nd Product = „6“                      Qualcomm 2nd Product = „8“</p>

**Display Model Identifier**

<p style="text-align: center;"><b>P</b></p> <p style="text-align: center;">Brand</p>	<p style="text-align: center;"><b>2 4</b></p> <p style="text-align: center;">Form Factor / Screen Size</p>	<p style="text-align: center;"><b>2 5</b></p> <p style="text-align: center;">Generation (Launch CY)</p>	<p style="text-align: center;"><b>D</b></p> <p style="text-align: center;">Resolution</p>	<p style="text-align: center;"><b>E</b></p> <p style="text-align: center;">Feature / Differentiation</p>
<p><b>DECODER</b></p> <p>Portfolio Position:</p> <p>SE = Dell                      S = Dell Plus                      E = Dell Pro                      P = Dell Pro Plus                      U = UltraSharp                      UP = UltraSharp PremierColor                      AW = Alienware</p>	<p>Two digits for inch screen size</p>	<p>Calendar Year of RTS</p>	<p>D = QHD                      H = FHD                      K = 6K / 8K                      Q = UHD                      S = Standard                      W = Wide                      Blank = 16:10</p>	<p>A = Specs / FW to meet regulatory or legal standards                      B = Built-in Camera / Mic or Multimedia                      C = USB-C                      E = USB-C with RJ-45 Ethernet                      F = Free Sync                      M = Low-cost version / Mainstream                      S = Low-cost HAS Commercial, or Consumer HAS                      T = Touch                      W = Ultrawide 21:9 or 32:9 aspect ratio</p>



# Časová osa novinek v Česku



Dell Pro laptops (January 2025)



Dell desktops & monitors (March 2025)



Dell laptops - (March 2025)



Dell Pro desktops & monitors - (March 2025)



Dell Pro Max laptops & desktops - (March 2025)



Dell Pro Rugged laptops (October 2024)



Alienware Area-51 NB (January 2025)



Alienware Aurora NB (May 2025)



Dell UltraSharp Monitors (Feb 2025)



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