

# Inspiron 22/24 3000 (Punisher) Messaging Brief

Ryan Luibrand, Client Solutions Messaging

Kelvin Lee, PG Planning

Sunny Chiu, PG Launch

2017

# Inspiron 22/24 3000 AIO



# Inspiron 22/24 3000 AIO executive summary

<b>What</b>	<ul style="list-style-type: none"><li>Inspiron's 22/24" 3000 series AIO for entry level computing with a stylish design, narrow border, and FHD IPS screen. Uses N-1 Generation processors and inexpensive components to keep SAPP low. 2 sizes x 2 color options + Gold (CN). AMD or Intel. Est. 754K units combined. SAPP: \$349 (22")</li></ul>
<b>Value Proposition</b>	Value computing with narrow border and large screens in a simple-to-set-up, space saving, attractive AIO.
<b>SMCI</b>	<a href="#">An easy to use AIO featuring CinemaStream for a good online video experience.</a>
<b>For whom</b>	<ul style="list-style-type: none"><li><b>Value conscious consumers</b> (Price-centric) looking for a basic, practical AIO for the family to consume and create content</li><li>Young family with kids for education and family entertainment, silver age group interested in an easy to use PC with large screen</li></ul>
<b>Product Highlights</b>	<ul style="list-style-type: none"><li>CinemaStream (Smartbyte streaming technology), CinemaSound (Waves MaxxAudio® Pro), large screen and pop-up webcam makes this device perfect for video chat or streaming entertainment</li><li>Large FHD, IPS screens in a narrow border can be viewed at nearly any angle and are great for sharing</li><li>Pop-up webcam ensures privacy – it stays disabled until you want to use it</li><li>Simple to set up: one cable for power, then wired mouse+keyboard. Premium WiFi connectivity means it can be set up anywhere</li></ul>
<b>Previous model</b>	Replaces Inspiron 22 and 24 3000 (Jasmine, Mimosa, Orchid)
<b>Naming</b>	Inspiron 22 3000 (3275 AMD, 3277 Intel), Inspiron 24 3000 (3475 AMD, 3477 Intel)
<b>RTS</b>	February 1, 2018
<b>Where:</b>	China (2/9), RoAPJ (2/23 – 5/25), EMEA (4/5), NA (3/22), Brazil (4/2 Intel Only), LATAM (4/13)



## SMCI: An easy to use AIO featuring CinemaStream for a great online video experience.

Features		What's in it for customers
Great online video experience with 2/3 of Dell Cinema pillars	<ul style="list-style-type: none"><li>• CinemaStream with Smartbyte Connection Optimizer Solution</li><li>• CinemaSound with Waves MaxxAudio Pro</li><li>• 21.5"/23.8" Narrow border IPS display w/ FHD resolution</li></ul>	Have a better experience with your entertainment. Smartbyte makes sure that your video streaming and voice chatting gets network priority (client), and Waves MaxxAudio® Pro improves the sound from the speakers and improves your microphones for voice chat. The narrow border screen looks good in any environment with nearly edge-to-edge viewing.
Simple to use All-in-One	<ul style="list-style-type: none"><li>• Monitor, speakers, and computer combined</li><li>• One cable for power, then just the mouse and keyboard</li><li>• 802.11 AC Wireless</li><li>• Pop-up Webcam</li><li>• Pedestal or Easel stand</li></ul>	Pull it out of the box, plug in the power, the mouse, keyboard, then turn it on. This simple, space-saving setup will work anywhere in the house, thanks to the premium wireless – no tethering to the router. The pop-up webcam will turn on only when you want it to – just push it down to turn it off. Choose the stand for the situation – an easel is great for a playroom or counter, a pedestal for a desk.
Performance for everyday computing	<ul style="list-style-type: none"><li>• 7<sup>th</sup> Generation Intel or 7<sup>th</sup> Generation AMD Processors</li><li>• Up to 16GB DDR4 RAM</li><li>• Optional NVIDIA GeForce MX110 discrete graphics (Intel only)</li></ul>	These AIOs have the power that you need for everyday computing. Balance the family budget, watch your shows on Netflix, Skype with the kids, or even play some casual games.



# GTM Summary

Punisher 22/24	
Prioritization score	12 (Tier 2) - New
Earliest FIM / RTS dates	<b>Earliest FIM – 2/9 China</b> RTS: Feb 1, 2018
Launch	China (2/9), RoAPJ (2/23 – 5/25), EMEA (4/5), NA (3/22), Brazil (4/2 Intel Only), LATAM (4/13)
Announce	Blog post at RTS
Events	Dell@Retail
PR Plan	Blog post at RTS, reiteration at April Press Event (NYC/Beijing TBD)
Reviews	Seedings
Messaging	3000 Series – Alejandro approval
SMCI	An easy to use AIO featuring CinemaStream for a great online video experience.
Creative & Online	Standard Photography, Standard Creative, Standard Walkthrough Video
Sales	Consumer direct training (T3), Messaging deliverables incl. Reviewers' guide, sales cards, NDAs





# Consumer AIO portfolio and Target Customers

# Inspiron FY19 AIO Portfolio



Intel KBL-U  
AMD STR

## 3000 Series AIO

Affordable & easy to use AIO with all the right features for basic computing and entertainment

Entry into Consumer AIO portfolio

Range of form factor and color options (22/24)

Great value with latest processors, current technology and easy to use features

Trusted Dell quality and experience



Intel CFL



AMD Ryzen

## 5000 Series AIO

Multimedia 24" AIO with powerful performance and rich feature options

AIO designed for multi-media entertainment

Powerful performance with desktop processing power and performance graphics Narrow Border display with touch option

Articulating stand option



Intel CFL



AMD Ryzen

## 7000 Series AIO

Inspiron flagship 27" AIO delivering enhanced experiences and powerful performance

Best overall Inspiron performance with future ready technologies

VR ready performance (AMD only)

Premium design and finishes

Narrow Border with 4K UHD Display

Performance Audio



## XPS

Designed to be the best

Innovative designs with premium materials

First to market technologies

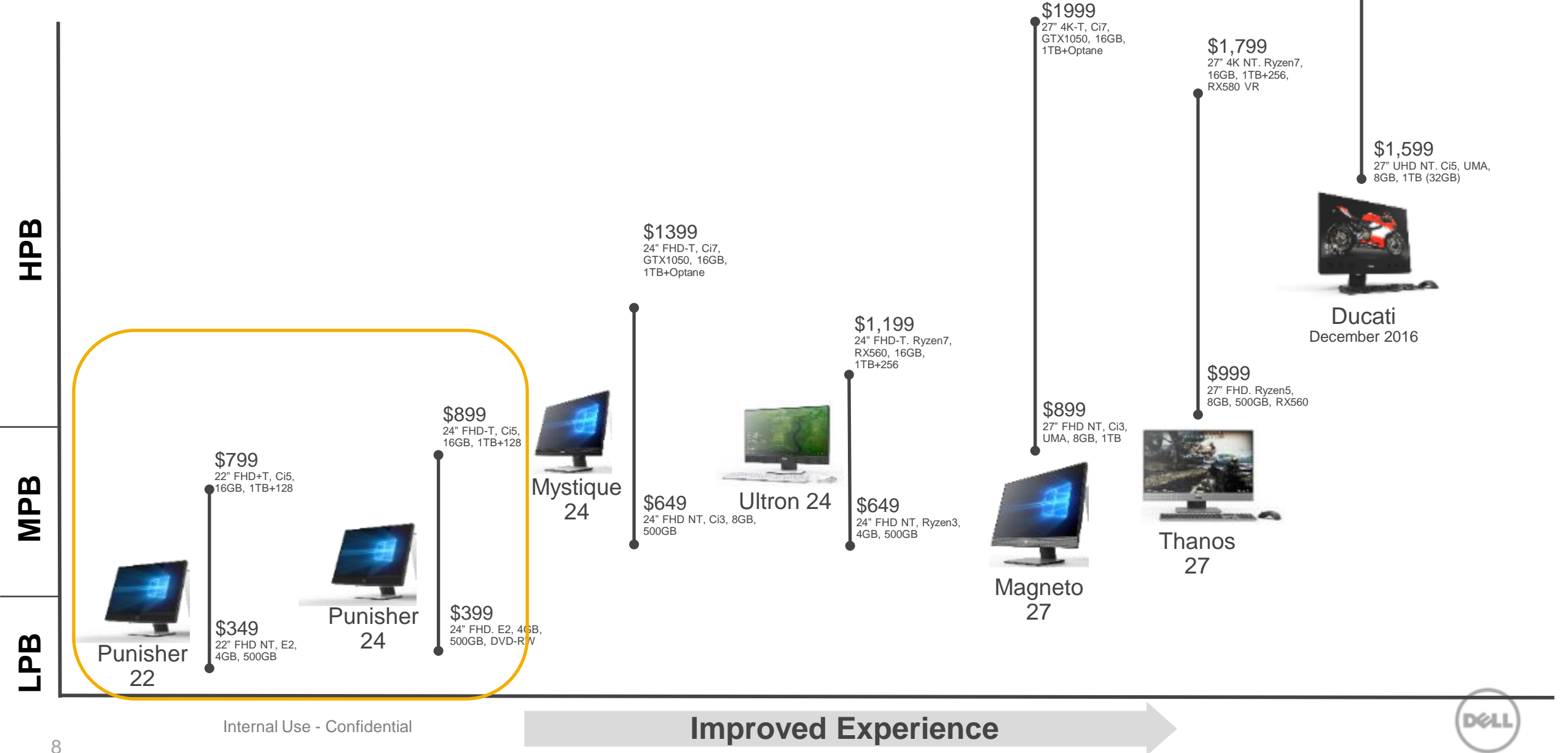
Premium Front of Screen Experience – 100% Adobe Color

State-of-the-art performance

Custom ecosystems



# Consumer Portfolio Coverage : All In One



Internal Use - Confidential





# There are stark differences across segments in terms of feature importance



**Young & Demanding** Want a lot of features such as higher level Processor, Graphics, Screen Resolution, etc. (all on an average income); brand particularly important



**Entertainment Elitists** Particularly care about RAM and Screen Size; may be indication of more complex tasks—more advanced gaming and photo/video activities than other segments



**Average Joes** No high differentiation on any individual feature, but among their preferences, data features (RAM, storage, optical disc) are some of the more important features; do place importance on price



**Price Centric** Price is more than twice as important as any other feature

	Young & Demanding	Entertainment Elitists	Average Joes	Price Centric
Importance of Processor	137	102	94	71
Importance of Screen Size	102	147	97	65
Importance of Touch	136	108	93	68
Importance of Graphics	140	118	86	65
Importance of RAM	69	163	106	73
Importance of Storage	117	110	100	76
Importance of Optical	122	103	102	75
Importance of Material	141	109	94	62
Importance of Camera	140	116	87	65
Importance of Resolution	136	81	85	98
Importance of Brand	149	110	87	61
Importance of Price	23	15	120	215

Numbers represent index scores. A score of 100 is average. Scores over 100 are above average; scores less than 100 are below average.

# Four segments exist that differ on feature & system preferences

## Young & Demanding

Want a high-end system (HPB) with high performance features

## Entertainment Elitists

Want a high-end system (HPB) with large screen and high level of RAM for entertainment activities (e.g., advanced gaming, photos/videos)

## Average Joes

Want an average system (MPB) with acceptable features/performance for a reasonable price

## Price Centric

Want a basic system (LPB) at a low price for basic activities

Size



Top Features

- Processor, Graphics, Screen Resolution, Touch, Camera, Brand
- Most interested in Dell
- PAIO interest: 2<sup>nd</sup> highest
- Highest % portable purchased

- RAM & Screen Size (27" esp.)
- Prefer thicker/higher performance, 65w TDP, prem. speakers w/ subwoofer
- Highest interest in new features (e.g., wireless charging, TV tuner)
- PAIO interest: Highest

- Value all features equally
- Prefer standard options (bezel, thickness)
- PAIO interest: 2<sup>nd</sup> lowest

- Price more important than features
- PAIO interest: Lowest

Demos

- US skew
- Younger
- Over half are single
- More students, employed part-time, unemployed
- Average income

- Middle age
- Over half have kids
- Highest income

- Younger
- Over half have kids
- Average income

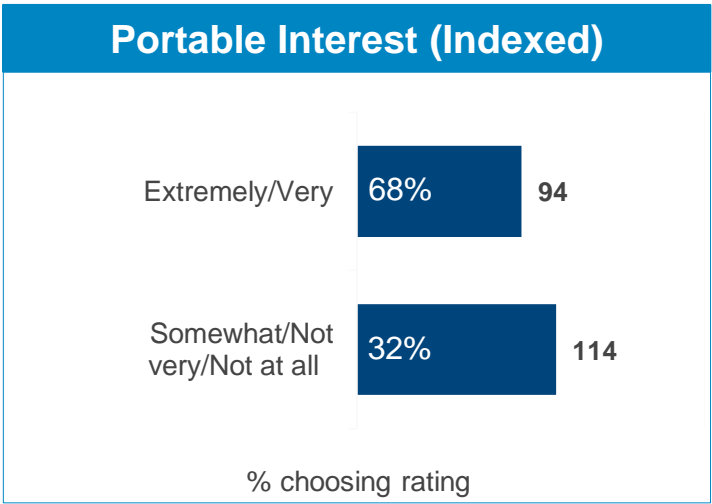
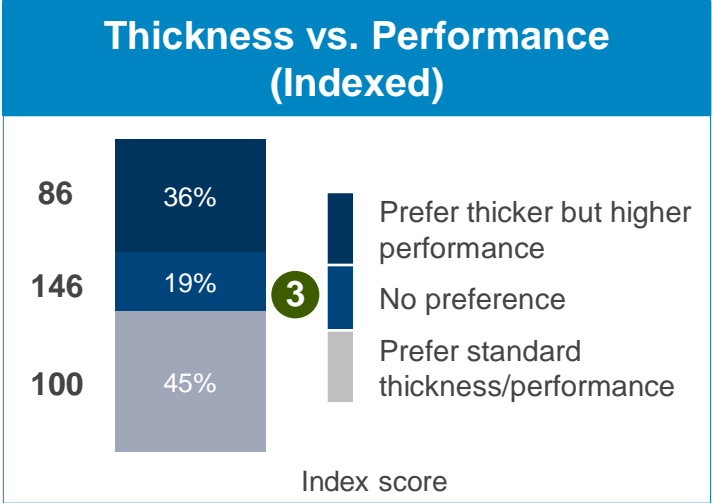
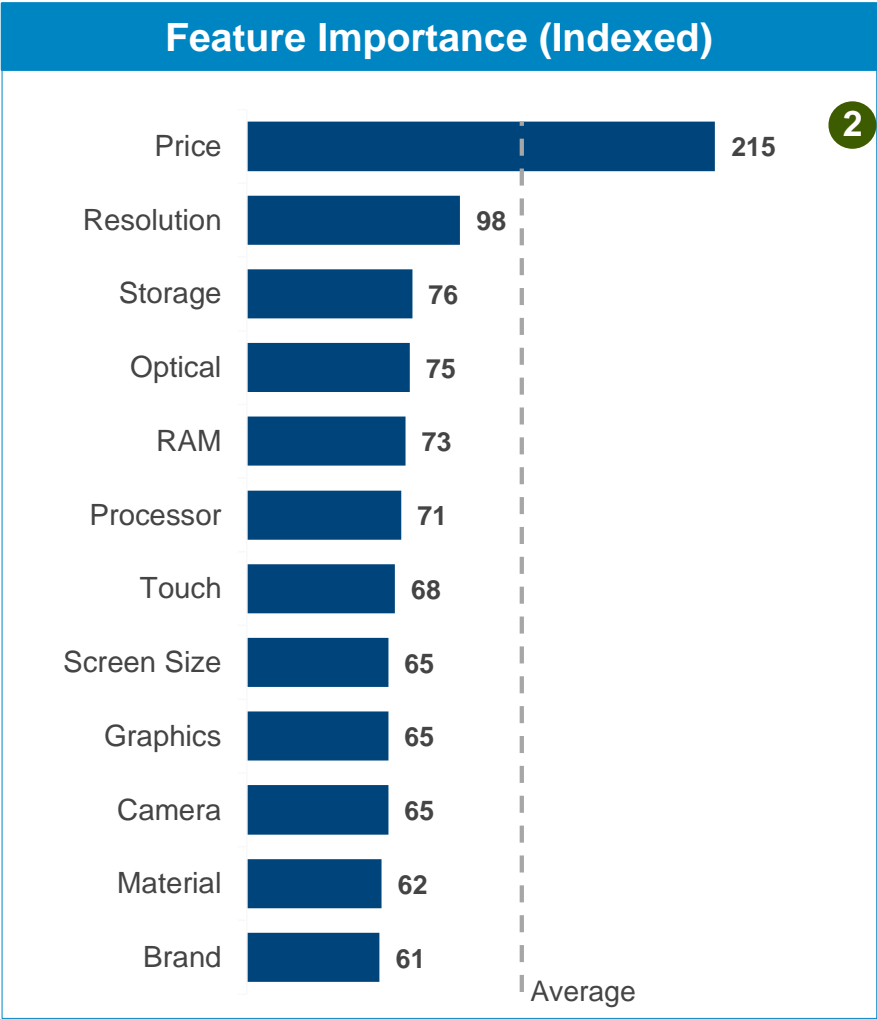
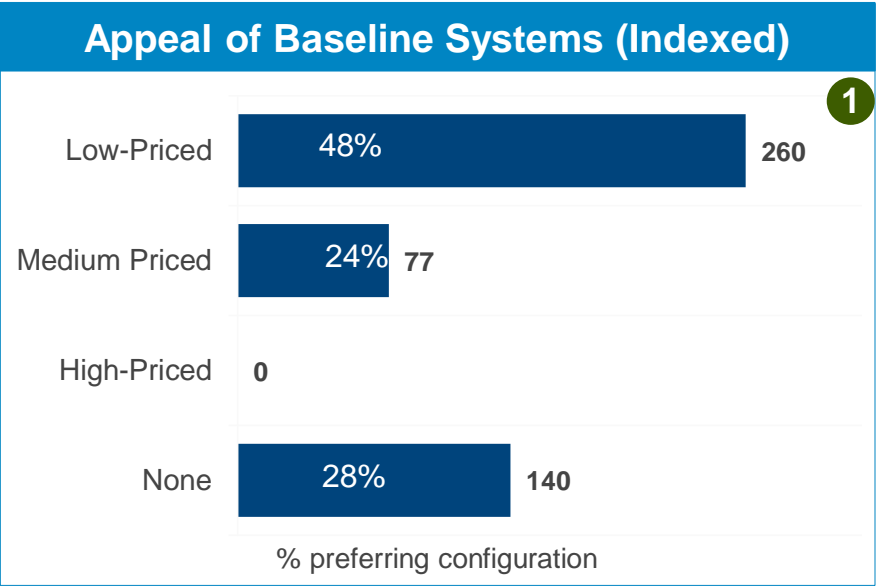
- China skew
- Older
- More retired
- Lower income

Internal Use only

# Feature Importance & Interest–Price Centric



- 1 Price Centric most prefer the LPB system and significantly over-index on it.
- 2 They under-index on the importance of all conjoint features except Price.
- 3 They are least likely to care how thick the AIO is.



100 is the average index score - #s above 100 over-index and #s below 100 under-index

Internal Use - Confidential



# Product Information

# Inspiron 22/24 3000 AIO

## Models 3275, 3277, 3475, 3477



**Stunning to watch. Easy to use. (AMD)**  
**Entertainment made effortless. (Intel)**

- CinemaStream with SmartByte Connection Optimizer software delivers a **smoother content streaming and video chatting experience** by prioritizing the video streaming traffic over other network connections
- **Generously sized 21.5"/23.8" FHD (1920x1080) IPS display** with narrow bezel, and touch and non-touch options delivers a visual experience that's shareable and viewable from any angle.
- Pop-up webcam stays off until you want it. **Ensures privacy** and no accidental embarrassing video calls.
- All-in-One form factor saves space and is **easy to set up**. Just one cable for power, and then the mouse and keyboard. 802.11 AC wireless ensures a good WiFi connection anywhere in the house without the need for Ethernet.
- CinemaSound with Waves MaxxAudio® Pro improves the audio experience by professionally tuning the device's speakers and processing and improving microphone audio
- Optional NVIDIA® GeForce® MX110 graphics card with GDDR5 performance for light gaming or graphics-intensive apps (Intel only).
- Available with up to 7<sup>th</sup> Generation Intel Processors or 7<sup>th</sup> Generation AMD processors. Perfect for everyday tasks.
- Up to 16GB DDR4 memory keeps the system snappy with multiple applications open at once and helps reduce the need for buffering time while streaming video.
- Choose the pedestal stand for a traditional, elegant view, or easel stand for extra stability and ease of moving – good for playrooms.
- Get the best of both worlds with a dual drive option up to 1TB HDD and 512GB NVMe SSD for big storage with responsive loading time
- Intel® Optane® Memory compatible – Runs like it's on an SSD but has the massive storage of a HDD (optional, Intel only, depending on regional availability).
- Dell Mobile Connect software allows for full PC-smartphone wireless integration



# Inspiron 22/24 3000 AIO

## Spec Sheet



Features	Specifications	24-3477	24-3475	22-3277	22-3275
Processor Options	Intel® Pentium® 4415U Processor (2MB Cache, up to 2.3 GHz) 7th Generation Intel® Core™ i3-7130U Processor (3MB Cache, 2.70 GHz) 7th Generation Intel® Core™ i5-7200U Processor (3MB Cache, up to 3.1 GHz)] 7th Generation Intel® Core™ i7-7500U Processor (4MB Cache, up to 3.5 GHz)] 7th Generation AMD E2-9000e Processor with Radeon™ R2 Graphics 7th Generation AMD A6-9225 Processor with Radeon™ R4 Graphics 7th Generation AMD A9-9425 Processor with Radeon™ R5 Graphics	N/A N/A N/A N/A	N/A N/A N/A N/A	N/A N/A N/A N/A	N/A N/A N/A N/A
Display	23.8-inch FHD (1920 x 1080) IPS Anti-Glare LED-Backlit Narrow Border Display 23.8-inch FHD (1920 x 1080) IPS Anti-Glare LED-Backlit Narrow Border Touch Display 21.5-inch FHD (1920 x 1080) IPS Anti-Glare LED-Backlit Narrow Border Display 21.5-inch FHD (1920 x 1080) IPS Anti-Glare LED-Backlit Narrow Border Touch Display	N/A N/A	N/A N/A	N/A N/A	N/A N/A
Operating System Options	Windows® 10 64-bit Ubuntu				
System Memory <sup>1,2</sup>	4GB, DDR4, 2400MHz (4GBx1) 6GB, DDR4, 2400MHz (4GBx1+2GBx1) 8GB, DDR4, 2400MHz (8GBx1) 8GB, DDR4, 2400MHz (4GBx2) 12GB, DDR4, 2400MHz (8GBx1+4GBx1) 16GB, DDR4, 2400MHz (16GBx1) 16GB, DDR4, 2400MHz (8GBx2)	Note: Effective memory speed is 2133MHz for all processors except AMD E2, which runs at 1866MHz			
DIMM Slot	DIMM Slots	2	1	2	1
Graphics Options <sup>2</sup>	Intel® HD Graphics 610 with shared graphics memory Intel® HD graphics 620 with shared graphics memory NVIDIA® GeForce® MX110 with 2GB GDDR5 Graphics Memory Integrated graphics with AMD APU	N/A	N/A N/A N/A	N/A	N/A N/A N/A
HardDrive <sup>3</sup> Options	500GB 5400 rpm Hard Drive 1TB 5400 rpm Hard Drive 2TB 5400 rpm Hard Drive 128GB SATA M.2 Solid State Drive 256GB SATA M.2 Solid State Drive 256GB PCIe NVMe M.2 Solid State Drive 512GB SATA M.2 Solid State Drive 512GB PCIe NVMe M.2 Solid State Drive 128GB SATA M.2 Solid State Drive (Boot) + 1TB 5400RPM Hard Drive (Storage) 256GB PCIe NVMe M.2 Solid State Drive (Boot) + 1TB 5400RPM Hard Drive (Storage) 16GB Intel® Optane™ memory accelerated 1TB 5400RPM HDD (P-RTS)		N/A N/A N/A N/A N/A N/A N/A		N/A N/A N/A N/A N/A N/A N/A
Optical Drive Options	No built-in optical drive External Optical Drive (optional)				
Ports & Connectors	Rear -(1) USB 2.0, (3) USB 3.1, UAJ, RJ-45 10/100/1000 DC power, HDMI-out Rear -(2) USB 2.0, (2) USB 3.1, UAJ, RJ-45 10/100/1000, DC power, HDMI-out Side - 3:1 Card Reader	N/A	N/A	N/A	N/A
Multimedia Options	3 in 1 Card Reader (SD, SDXC, SDHC) Integrated Widescreen HD 720P Webcam with Single digital microphone Stereo speakers professionally tuned with Waves MaxxAudio® Pro (Windows) Stereo speakers (Ubuntu)				
Communication	802.11ac + Bluetooth 4.1, Dual Band 2.4&5Ghz, 1x1				
Input Device Options	Dell Wired Keyboard & Mouse White/Black - MS116/KB216 Dell Wireless Keyboard & Mouse White/Black - KM 636 Dell Wireless Travel Mouse - WM32 Dell Wireless Keyboard & Mouse Combo - KM717				
Software	See Inspiron Software Slide				
Color Options	White / Black / Gold (24" in China only)				
Stand Options	Easel (White/Black) or Pedestal (White/Black/Gold)				
Starting Weight	To be confirmed by ME	4.62 kg	4.62kg	4.27 kg	4.27kg
Dimensions (H x W x D )	To be confirmed by ME	H358(mm) x W548.8(m m) x D41.5(mm )	H358(mm) x W548.8(mm ) x D41.5(mm)	H329.4(mm) x W497.9(mm ) x D41.5(mm)	H329.4(mm) x W497.9(mm ) x D41.5(mm)
Power Supply	45 Watt AC Adaptor for E2, 65 Watt AC Adaptor for UMA (except E2), 90 Watt AC Adaptor for discrete graphics option				



# Punisher versus Jasmine/Orchid/Mimosa

Inspiron 20/22/24 3000



Inspiron 22/24 3000



	Inspiron 20/22/24 3000 (Pred)	Inspiron 22/24 3000 (Punisher NEW)
<b>Processor</b>	Intel 7th Gen KBL-U (Pen/i3/i5) Intel BSW (Cel/Pen) AMD 6th Gen E2/A6/A8	<b>Intel 7th Gen (Pen/i3/i5/i7)</b> <b>AMD 7th Gen (E2/A6/A9)</b>
<b>Graphics</b>	AMD R5 M330 (AMD PCB) Nvidia Geforce MX110 (Intel PCB) Intel Integrated Graphics	Nvidia Geforce MX110 (Intel PCB) Intel Integrated Graphics AMD Integrated Graphics
<b>Graphics Mem</b>	2GB GDDR3	<b>2GB GDDR5</b>
<b>Display</b>	19.5" HD+ VA 21.5" FHD IPS 23.8" FHD IPS	<b>21.5" FHD IPS Narrow</b> <b>23.8" FHD IPS Narrow</b>
<b>Touch</b>	Yes, Optional 10 finger	Yes, Optional 10 finger
<b>Stand</b>	Easel/Pedestal options	Easel/Pedestal options
<b>Memory</b>	2 DIMM, DDR3 1600, Up to 16GB	<b>AMD: 1 DIMM DDR4 (clocked 2133), Up to 16GB</b> <b>Intel: 2 DIMM DDR4 (clocked 2133), Up to 32GB</b>
<b>Storage</b>	Up to 1TB HDD	Up to 2TB HDD <b>Optional Dual drive SSD</b> <b>Optional Optane (Intel only)</b>
<b>USB</b>	4x USB-A	4x USB-A
<b>Video IN/OUT</b>	HDMI IN (Intel only) HDMI OUT (AMD only)	HDMI OUT
<b>WLAN</b>	801.22n 1x1	<b>1x1 802.11AC standard</b>
<b>Optical</b>	Yes, Optional	<b>No, external optical drive sell-up</b>
<b>Cosmetics</b>	Gloss black, gloss white	Gloss black, gloss white, painted gold (China only)
<b>Camera</b>	HD RGB Cam	HD RGB Cam (Pop-Up)
<b>Opening Price</b>	<b>\$349+</b>	<b>\$349+</b>



# Essential accessories for your Inspiron 3000 AIO (Punisher)

Maximize the performance of your Inspiron AIO with Dell recommended essential accessories.

## Work accessories



### Dell Wireless Mouse – WM326 (Lavender)

Reduce cable clutter with a comfortable, wireless laser mouse with up to 18 months of battery life.

[https://xau.enfatigo.com/PORTAL/GETIMAGE.php?type=high&id=1747993&path=/raid/global-prelaunch/dell/Peripherals/Pointing\\_Devices/WM326/wm326\\_isy\\_90000t\\_bk.psd&server=MTUyLjE0Ni44Ny40Ng==&siteurl=](https://xau.enfatigo.com/PORTAL/GETIMAGE.php?type=high&id=1747993&path=/raid/global-prelaunch/dell/Peripherals/Pointing_Devices/WM326/wm326_isy_90000t_bk.psd&server=MTUyLjE0Ni44Ny40Ng==&siteurl=)



### Dell Premier Wireless Keyboard and Mouse– KM717 (Terra) UPSELL

Use the included keyboard and mouse or upgrade to this cutting-edge wireless keyboard and mouse featuring a compact design and wireless connectivity through Dell Universal Pairing for connecting up to 6 compatible RF devices or Bluetooth 4.0.

[https://xau.adpeople.com/PORTAL/GETIMAGE.php?type=high&id=10093078&path=/raid/global-prelaunch/dell/Peripherals/Keyboards/Terra\\_Performance\\_Wireless\\_Combos/km717\\_ibb\\_90000t\\_bk.psd&server=MTUyLjE0Ni44Ny40MA==&siteurl=](https://xau.adpeople.com/PORTAL/GETIMAGE.php?type=high&id=10093078&path=/raid/global-prelaunch/dell/Peripherals/Keyboards/Terra_Performance_Wireless_Combos/km717_ibb_90000t_bk.psd&server=MTUyLjE0Ni44Ny40MA==&siteurl=)

## Entertainment accessories



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

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

<https://dell.damv3.com/#/Apps/566ea32289862205709884e0/ItemEditView/5704030486a2340dd0cd789a/List/568a66748986220590e5895f>



### Dell 2.1 Speaker System - AE415 (Eagles II)

Enjoy crisp, room-filling sound and a powerful subwoofer with enhanced bass, volume controls and a headphone jack in a stylish, contemporary design.

<https://dell.damv3.com/#/Apps/566ea32289862205709884e0/ItemEditView/56ff249d86a2340c64f28bbe/List/568a66748986220590e5895f>



### Dell External USB Slim DVD+/-RW Optical Drive – DW316 (Agate)

Plug this low profile, lightweight drive into your Inspiron's USB port and you'll be ready to play or burn your favorite DVDs or CDs.

[https://wau.enfatigo.com/PORTAL/GETIMAGE.php?type=high&id=9033576&path=/raid/global-asset-library/Dell/Products/Peripherals/Dell/External\\_Drives/DW316/dw316\\_inb\\_3030rf\\_bk.psd&server=MTUyLjE0Ni44Ny40MA==&siteurl=](https://wau.enfatigo.com/PORTAL/GETIMAGE.php?type=high&id=9033576&path=/raid/global-asset-library/Dell/Products/Peripherals/Dell/External_Drives/DW316/dw316_inb_3030rf_bk.psd&server=MTUyLjE0Ni44Ny40MA==&siteurl=)

# Protect your investment with Dell Support Service



With support services like **Premium Support Plus**, you'll get the help you want and the peace of mind you need.

## Dell Premium Support Plus

Premium Support Plus for PCs is the best support plan for your busy lifestyle. Everything you need is included - from easy 24/7 access to experts, to accident repairs, and technicians that come to you.

It keeps your computer running at its best. When used with Dell's exclusive SupportAssist technology<sup>1</sup>, it automatically predicts problems before they happen, optimizes PC settings and removes viruses. If there is an issue, work begins without you having to pick up the phone, and that means a faster fix.

Premium Support Plus is the ultimate support experience, designed for you.

<sup>1</sup>SupportAssist: SupportAssist not available on Linux, Windows RT, Android, Ubuntu or Chrome based products. SupportAssist automatically detects and proactively alerts Dell to: operating system issues, software upgrades, driver updates and patches, failures of hard drives, batteries. Predictive analysis failure detection is limited to hard drives, solid state drives and batteries.



# Dell Premium Support Plus

For Inspiron, XPS and Alienware Products

	Base warranty	Premium Support	Premium Support Plus
Technical support through phone and online	Vary by location	24x7	24x7
Hardware repair service delivery	Vary by location	Onsite	Onsite
Dedicated phone queue with direct access to Dell support experts		•	•
Single resource for software and hardware expertise		•	•
Collaborative software support for everyday issues <sup>1</sup>		•	•
International support – help that travels with you		•	•
<b>SupportAssist technology enabled features:</b>			•
• Proactively finds issues and contacts Dell while notifying you		•	•
• Predicts problems before they happen			•
• Automatically removes viruses and malware <sup>2</sup>			•
• Optimizes PC performance automatically			•
Personalized help with software to set data backup, parental controls, and more			•
Repairs for accidental damages like drops, spills and electrical surges			•

Internal Use - Confidential

<sup>1</sup> Including email programs, productivity and creativity apps, network functionality, installing peripherals

<sup>2</sup> May require the consumer to contact a Tech Support agent for assistance

# Inspiron Software

## 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

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 though facial recognition or fingerprint

## Dell Developed Baseline Preloads

- Dell Product Registration (Kickstart)
- Dell Help and Support
- SupportAssist for PCs
- Dell Customer Connect
- Dell Digital Delivery
- Dell Recovery Environment
- Dell Power Manager
- Dell Update
- Dell Mobile Connect

## 3<sup>rd</sup> party Baseline Preloads & Monetization

- MS Office 2016 OPK (Office Trial)
- McAfee Trial  
(30-day/1yr globally, 15 mo.-emerging markets or Ubuntu)
- Dropbox
- Netflix
- SmartByte

## 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



# Features Messaging



# Good viewing experience with Dell Cinema

Features	Benefits
22/24" Narrow border display	Enjoy gorgeous edge-to-edge view on a narrow border, FHD display. Looks slick and takes up less space.
IPS technology	IPS-based displays offer the best viewing angles of all the technologies and produce the most accurate colors. Panel with IPS technology has a viewing angle as wide as 178 degrees, which allow users to move around, lean back, stand up and still enjoy the color consistency across the screen without adjusting or turning the screen.
CinemaStream (Smartbyte)	Enjoy a virtually lag-free video streaming experience with SmartByte which detects, prioritizes, and delivers your video packets ahead of other network traffic, so you can watch your live streaming, video chat, or Netflix movie on your Inspiron 22/24 3000 AIO with less buffering, fewer drops, and better resolution.
CinemaSound (Waves MaxxAudio® Pro)	<ul style="list-style-type: none"><li>• Inspiron 22/24 3000 AIO's audio is tuned by Waves MaxxAudio® Pro. What you will hear is the way the sound was meant to be heard in the recording studio. This means more life-like sound, more dynamic music and bigger cinematic experiences when playing your favorite tunes and watching a movie.</li><li>• Waves MaxxAudio® Pro also enhances your microphone, ensuring clear communication. Great for Skype calls or using Cortana.</li></ul>



# Dell Cinema

Dell Cinema is an immersive cinematic experience delivered by a combination of innovative technologies all working in concert to take you into a world of life-like Color, resonant Sound and uninterrupted Streaming thru Dell PCs & monitors.

## COLOR

### CinemaColor

CinemaColor is enabled by a combination of advanced hardware & software technology working cohesively to produce a superior dynamic range of color, delivering the deepest blacks, the most dazzling bights, and more vivid detail across the entire color spectrum. With CinemaColor, visuals appear every bit as vibrant as the world around you.

## AUDIO

### CinemaSound

CinemaSound is enabled by a total audio solution enhanced by Waves MaxxAudio Pro. It brings you 360-cinematic sound with clearer highs, deeper bass, and higher volume that make you feel every note.

## STREAMING

### CinemaStream

Experience enhanced streaming with Dell CinemaStream, powered by Killer wireless/SmartByte. Optimized online streaming and interactive video means less buffering, more bandwidth and better resolution for superior streaming.



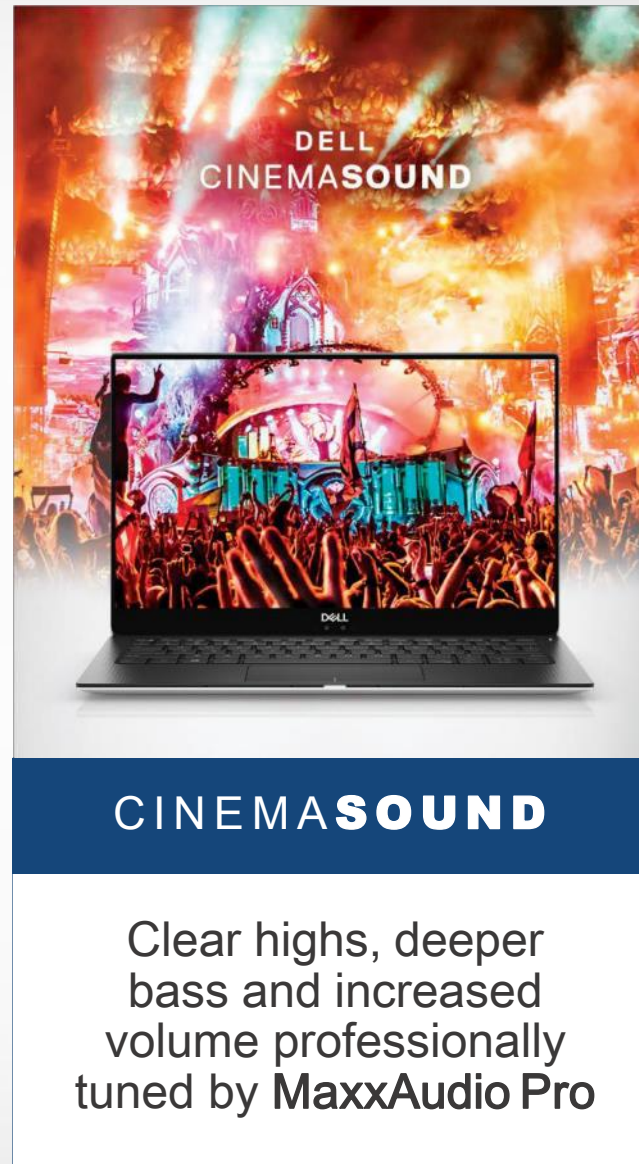
# Dell Cinema Campaign Pillars

An advertisement for Dell Cinema Color. It features a Dell laptop displaying a vibrant, colorful abstract image. The text "Not available on this system" is overlaid in large, bold, red letters with a white outline. Below the laptop, the text "CINEMA**COLOR**" is displayed in white on a dark blue background. At the bottom, a white box contains the text "True-to-life color and details with **HDR**-ready PCs & displays".

**Not available on this system**

CINEMA**COLOR**

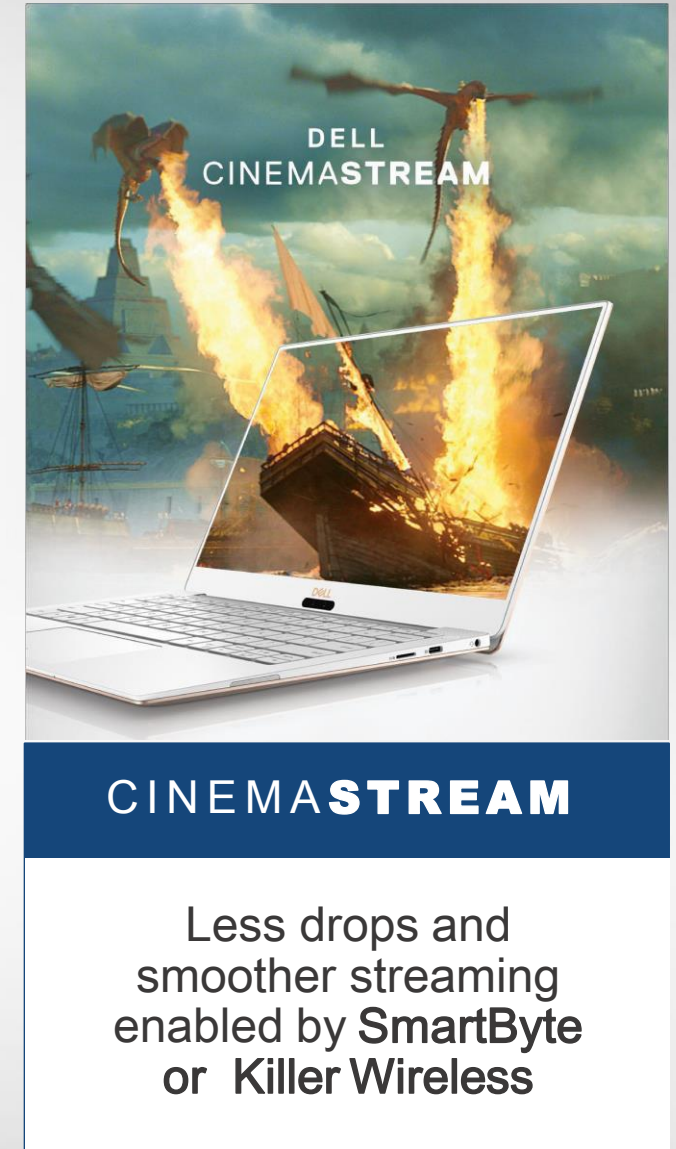
True-to-life color and details with **HDR**-ready PCs & displays

An advertisement for Dell Cinema Sound. It features a Dell laptop displaying a vibrant, colorful abstract image. The text "DELL CINEMA**SOUND**" is displayed in white at the top. Below the laptop, the text "CINEMA**SOUND**" is displayed in white on a dark blue background. At the bottom, a white box contains the text "Clear highs, deeper bass and increased volume professionally tuned by **MaxxAudio Pro**".

DELL CINEMA**SOUND**

CINEMA**SOUND**

Clear highs, deeper bass and increased volume professionally tuned by **MaxxAudio Pro**

An advertisement for Dell Cinema Stream. It features a Dell laptop displaying a vibrant, colorful abstract image. The text "DELL CINEMA**STREAM**" is displayed in white at the top. Below the laptop, the text "CINEMA**STREAM**" is displayed in white on a dark blue background. At the bottom, a white box contains the text "Less drops and smoother streaming enabled by **SmartByte** or **Killer Wireless**".

DELL CINEMA**STREAM**

CINEMA**STREAM**

Less drops and smoother streaming enabled by **SmartByte** or **Killer Wireless**

[DELL CINEMA](#)



# CinemaSound enabled by Waves MaxxAudio Pro

## What is CinemaSound?

**CinemaSound** is enabled by our total audio solution enhanced by Waves MaxxAudio Pro. It brings you 360-cinematic sound with clearer highs, deeper bass, and higher volume that make you feel every note.

Experience Studio-quality sound - Whether you're playing games, listening to your favorite tune or movie scores, or watching a movie, you can experience cinematic sound that was meant to be heard in the recording studio or big screen thru Dell PCs or Dell headsets.

## What is MaxxAudio® Pro?

- This built-in audio solution is a suite of critically acclaimed audio enhancement technologies offered in Inspiron & XPS and select Consumer displays.
- It automatically tunes your audio (system speakers & Dell headsets) & intelligently optimizes the audio experience across different forms of media such as movies, music or video-chat



# CinemaStream enabled by SmartByte/Killer

## What is CinemaStream?

**CinemaStream** is an enhanced video streaming experience enabled by either SmartByte (Software solution on Inspiron) or Killer (Hardware on XPS). These **Dell-exclusive solutions** can detect & prioritize your critical network traffic over less urgent traffic, so you can watch your live streaming or real-time video chats with less buffering, fewer drops and overall better resolution.

With CinemaStream, watch your live streaming or Netflix movie on your Dell PCs & experience less buffering, fewer drops, and better resolution.



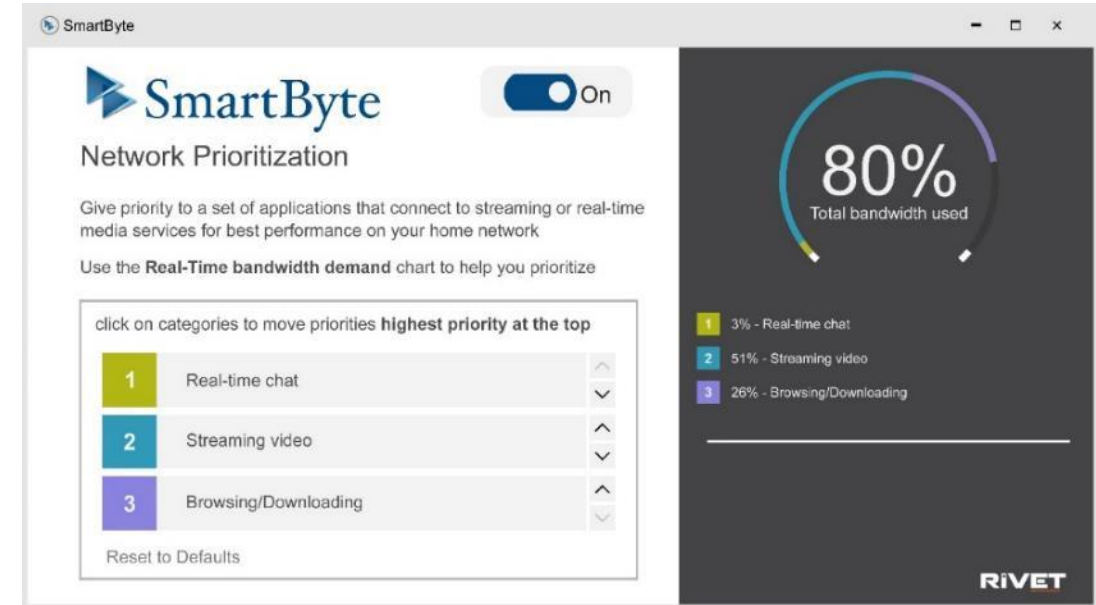
# SmartByte Network Optimization Solution

## What is SmartByte?

- A hardware agnostic, intelligent traffic shaping software developed to improve the video and communication experience on any Windows device. The end result is a more enjoyable online video and voice experience with less buffering, few drop and smoother connection, and better resolution.

## How does it work?

- It identifies and prioritizes online video network traffic or video packets up to 10x faster, so your streaming video and real-time video chats are faster, smoother, and have better video resolution.

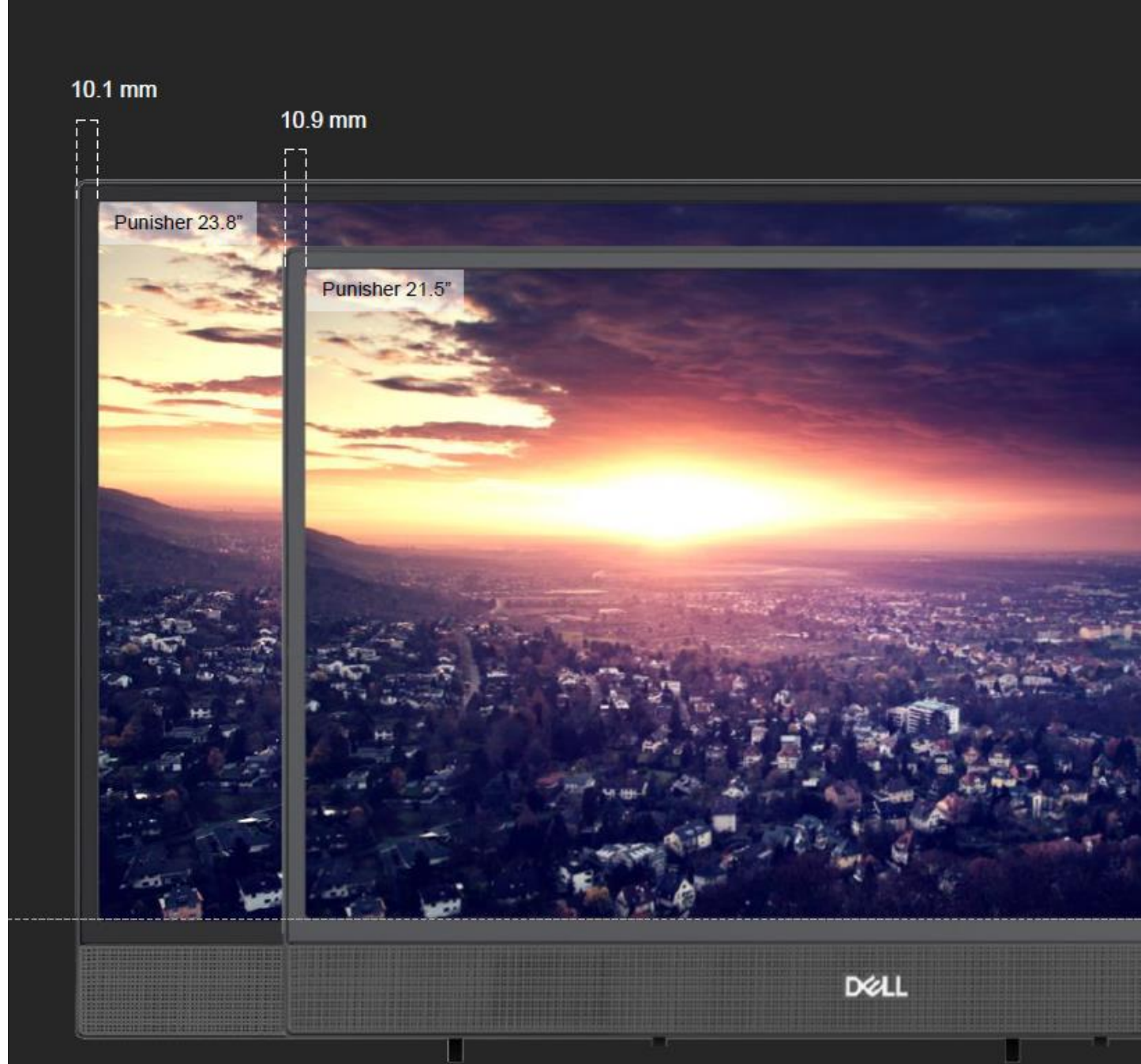




# Narrow Border

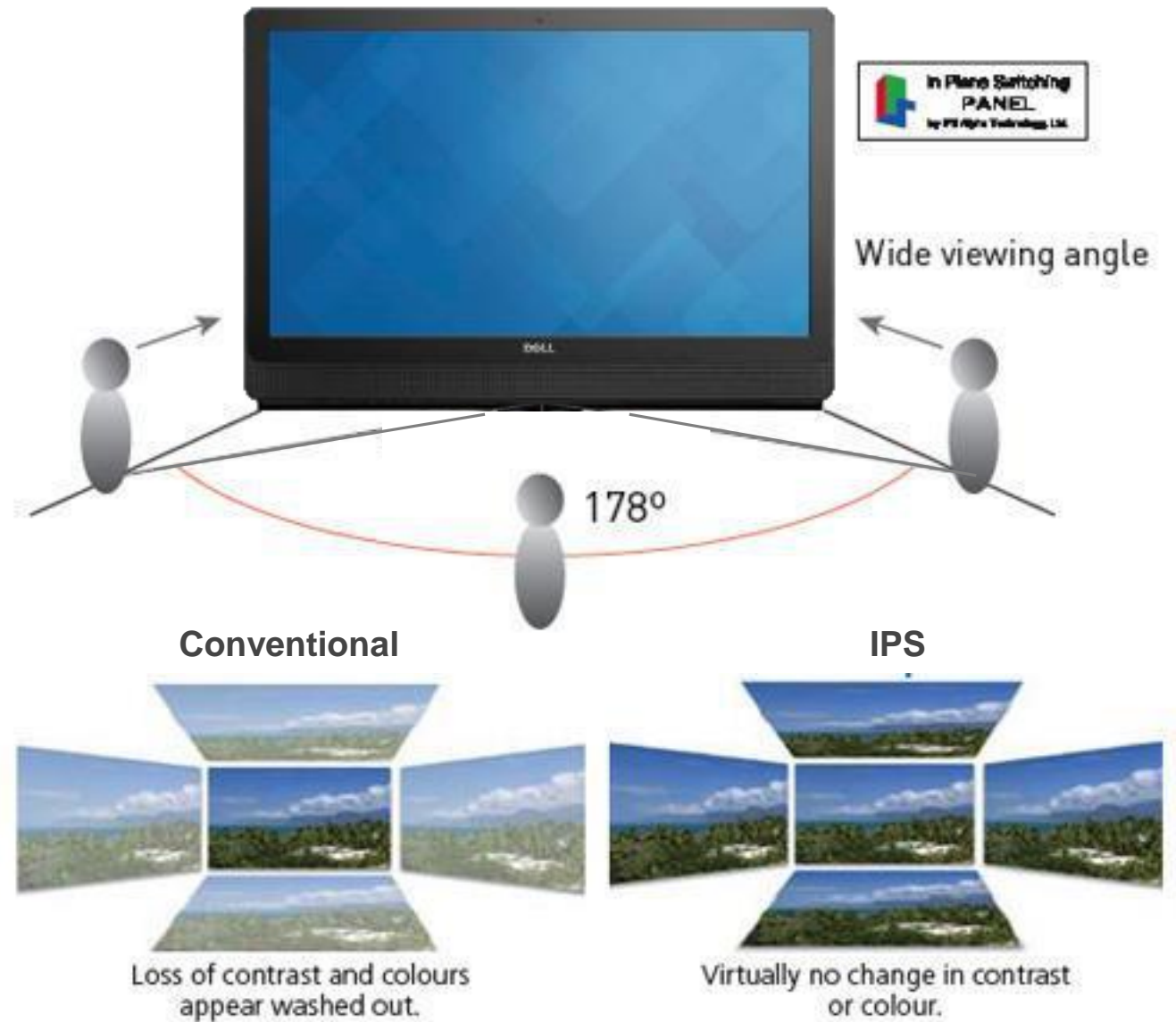
The narrow border display not only provides a near-frameless visual experience, but also maximizes our visual space while keeping a small footprint.

Our virtually borderless bezel is less than 11mm thin.



# What is IPS?

- IPS panel (In-Plane Switching) is a screen technology with a viewing angle as wide as 178 degrees, which allow you to move around, lean back, adjust your chair, and more – all without turning your screen.
- Wide-angle viewing is preferred for larger screens with the more consistent color production, delivering a richer, brighter, and more detailed viewing experience



# All-in-one Form Factor



Desktop  
VS.  
AIO



- Easy set up – One cord set up (plus KB+Mouse) makes easy for anyone, any age to use
- Attractive design – computer, speakers, and monitor all integrated in one slim display panel without any unsightly cables, keeping your desktop clean and uncluttered
- Space savings – takes up less footprint than a desktop setup, and with wall mounting option (sold separately), it gives you back more desktop space
- Interactive – 10 points capacitive touch option makes AIO a great choice for the whole family to navigate internet, access apps, and play games.

# All-in-One Entry Level Usage Model

- **Every Day Computing**

- **Any household location** - Kitchen, Living Room, Home Office
- **Work & Play** – Local storage for editing & showcasing family vacation pictures/videos; shared family calendar; balancing household budget, downloading recipes
  - › App ideas: Cyberlink, Quicken

- **Education & Learning**

- **Any household location** – can be located where parents are for helping /monitoring of progress
- **Young kids** – learning apps, websites with full flash & plug-ins available
  - › App ideas: Scholastic Magic Schoolbus, Clifford
- **Older kids/college** – MS Office (full office), full compatibility via Windows
  - › App ideas: MS Office trial, Wolfram Mathematica





# All-in-One Entry Level Usage Model

- **Shareable Family Experience for larger screen AIOs**

- **Any household location** - Kitchen, Living Room, Home Office; family using together
- **Family Entertainment** – streaming TV & Movies where and when they're wanted, sharing family vacation pictures & video, social media
  - › App ideas: Netflix, YouTube, Disney
- **Family Gaming** – bring the family together for a shared casual gaming experience; no lost pieces; games enhanced with animation
  - › 10-finger touch on the screen
  - › App ideas: Wheel of Fortune, Tarzan, Jeopardy, Monopoly, Chubby Kings, Risk/Scrabble/Life in Nov
- **Video chat** –skype or video chat between grandparents and grandkids, traveling parent with family, college students away from home connecting with parents



# Pop-up Camera



The camera pops up out of the chassis with a simple push. This is a security feature for those that are privacy-minded.

No more accidental video calls starring you in old pajamas. This also prevents camera use by malware or misbehaving applications.



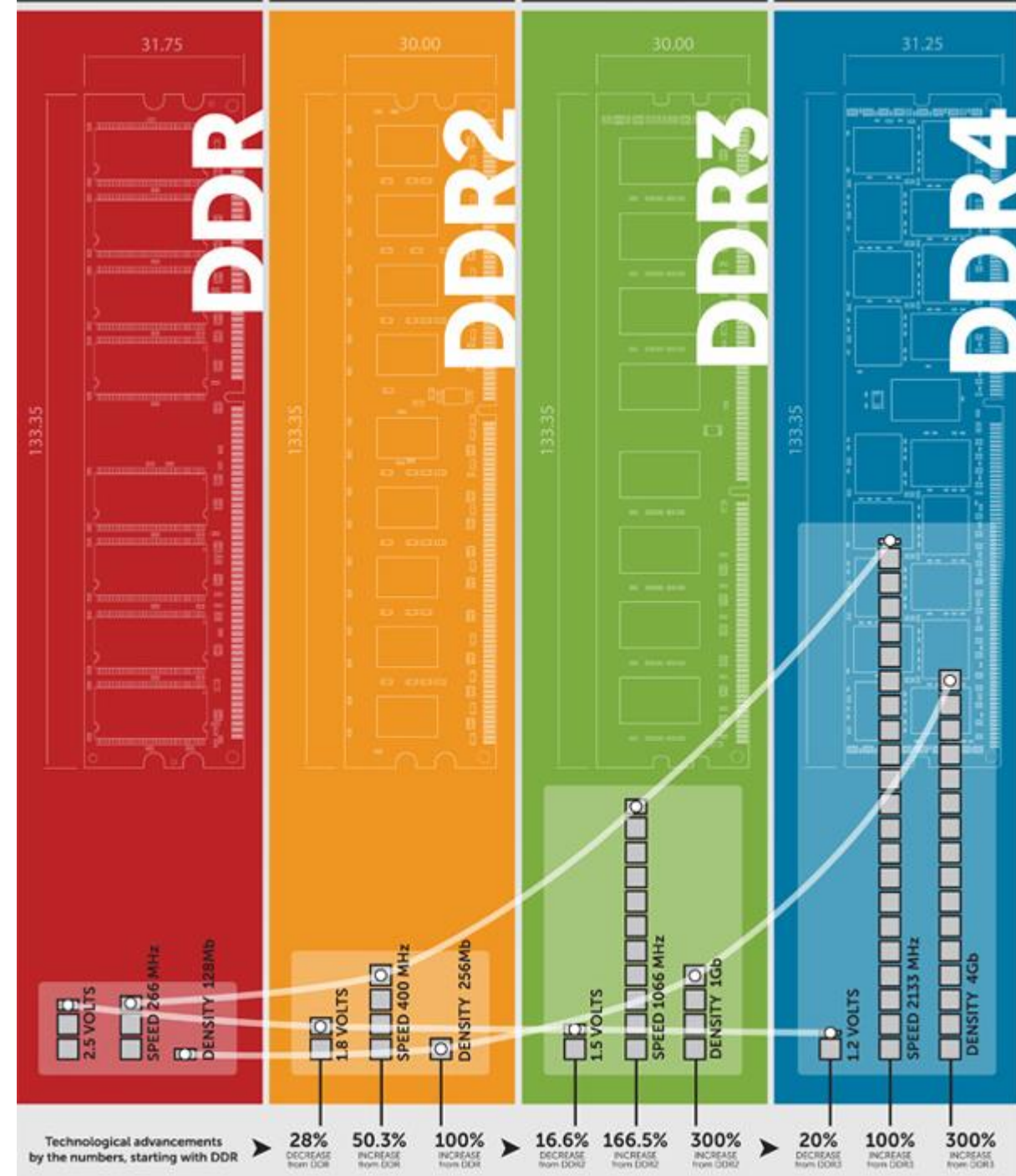
# Performance features

Features	Benefits
7 <sup>th</sup> Gen Intel or 7 <sup>th</sup> Gen AMD processors	Equipped with DDR4 memory, Inspiron 22/24 3000 AIO featuring these processors deliver excellent energy efficiency and everyday computing power
NVIDIA GeForce MX110 Graphics card (Intel Only)	GDDR5 graphics memory enables more speed & provides graphics processing power for light gaming or 3d applications
Up to 16GB memory	With up to 16GB of system memory, the more memory helps make everything load up faster, open more apps and multi-task smoothly. It improves the system performance and makes everything run snappier.
DDR4 RAM	Get 2x the speed and bandwidth with DDR4 memory over DDR3, so you can get more done faster even when running multiple apps. DDR4 RAM has a starting memory rate of 1600MT/s compared to the previous DDR3 with speeds ranging from 800MT/s to 2133MT/s. It offers faster clock speeds, higher transfer rate and consumes less power so you can load your applications faster and experience a smoother, more stable system performance.
Intel Optane Memory (Optional, Intel Only)	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.



# Benefits of DDR4 over DDR3

- DDR4 is more efficient up to 20% less power. (1.2V vs. 1.5V) Lower power consumption translates into more energy savings.
- DDR4 is 2x faster than DDR3. With more bandwidth and higher transfer rate, DDR4 enables faster load time especially with multimedia and productivity application
- When pair with discrete cards, users can expect an increase in frame rate when playing PC games





# INTEL® OPTANE™ MEMORY

A smart, adaptable system accelerator for your new 7th Gen or later Intel® Core™ processor-based computer, providing uncompromising responsiveness for systems with mega storage drives, making everything you do faster, smoother, easier.<sup>13</sup>

## 3D XPOINT™ MEMORY MEDIA



## IN A STANDARD M.2 CONNECTOR MODULAR FORM FACTOR



PCIe® Gen 3.0x2  
M.2 2280  
Single-sided

## INTEL® RAPID STORAGE TECHNOLOGY



The two physical devices are paired into a single volume



Files needed for important tasks are immediately recognized and accelerated



Over time, frequently used files and applications are monitored and accelerated as well

## INTEL® OPTANE™ MEMORY



M.2 2280

16GB 32GB

FOR THE 7TH GEN OR LATER  
INTEL® CORE™ PROCESSOR FAMILY



## ACCELERATED SYSTEM RESPONSIVENESS

Intel® Optane™ memory delivers a more responsive experience to those using an HDD, SSHD or SATA SSD.



HDD<sup>14</sup>

~ 80% of DT in 2017



SSD<sup>14</sup>

~ 17% of DT in 2017

## OPTIMIZED PRODUCTIVITY

The intelligent driver accelerates frequently used tasks, so your computer helps you work smarter, not harder.

## HIGH PERFORMANCE LARGE CAPACITY STORAGE

Couple with a “mega storage” device, to offer the best of both worlds—high speed acceleration and large storage capacity.

**Requirements<sup>15</sup>:** 7th Gen Intel® Core™ Processor or later and supported chipset.

8th Gen Intel® Core™ plus Optane™ memory information to be updated.

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).

Other Products & Technologies

# Intel® Optane™ Memory CONSUMER MESSAGING GUIDANCE

Soundbite:

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

**A/t:** 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 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 90% of businesses run on computers powered by Intel.

This Statement  
**ON HOLD**  
Until Further Notice



# 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.





# Dell Mobile Connect

## Full PC-smartphone wireless Integration, included standard on all consumer products

Complete and wireless integration between smartphones and PCs - allowing Android and iOS users to make calls, send texts and get notifications, and Android users to mirror their phone onto their PC screens to interact with all of their favorite mobile apps with their PC's mouse, keyboard, and touchscreen.

- Avoid splitting your attention between your PC and smartphone while working, studying or playing a game. You will be notified about your phone calls, SMS, IMs and other apps notifications right from your PC screen. Customize which apps create notifications.
- Use your PC keyboard, screen, microphone, and speakers for a more enjoyable and convenient communications experience for text and calls.
- With the advanced screen-mirroring function, have your favorite mobile apps on your PC screen and control them with your PC keyboard, mouse and touch display. (Android only)
- Works wirelessly using advanced Bluetooth and WiFi Direct technologies, so you can keep your phone in your bag or pocket and take full advantage of Dell Mobile Connect.
- Connects securely and directly to your PC without need of an internet connection. Your phone data can only be accessed on your paired PC while you are in range.



# Product Design & Images Gallery



# Gallery and Design Story

Inspiron 3000 AIOs have:

- 2 sizes, 22"/24"
- 3 colors: black/white, and gold (24") in China
- 2 processor options that have different port configurations
- 2 stand options: pedestal or easel
- 2 keyboard options: wireless and wired



# Easel vs. Pedestal



When using the easel, the rubber feet on the bottom of the screen are in contact with the table. The result is a wider base with more stability. This is good for heavy touch situations, like in a playroom. The slight upward tilt also helps with viewing in setups where AIO is slightly below eye-level, like on a kitchen counter. Customers may also notice that this is easier to transport.



The Pedestal stand has a more traditional look that may feel more professional. This is better for use on a desk that has the customers directly looking at the screen. The pedestal also has circular hole to put cables through to keep the desk clear for a better aesthetic.



# Easel vs. Pedestal





# Gold Color

The Gold option is currently slated for China only. It only will come with the pedestal stand and for the 24" model.



# End User Serviceability

An expert customer can remove the back panel to access hard drives (underneath wires) and memory. Doing so may negate hardware warranty.

RAM: The AMD versions have one memory slot, while the Intel version offers two. Additionally, the processors are not capable of reaching 2400MHz memory clock speeds, so upgrade options are limited and not likely worth the hassle.

Punisher comes with a standard VESA mount, so it is compatible with a host of mount options besides what comes standard with the product.



# Additional Design Features

Punisher follows Dell's professional design language, borrowing from the look of the OptiPlex professional all-in-one product line.

The pop-up camera feature is usually for products at a higher price-point, but has been brought down to our 3000 series as a value-add to our customers.

Internally, a M.2 slot is available for a PCIe NVMe SSD or Intel Optane, or a M.2 SATA SSD.

One Glass Solution for the touch screen option is an improvement over the standard two-glass procedure. Combining the touch technology into the protection glass means that the glass is thinner and allows more light through for a brighter display.



# Competitive



# Punisher 22 Inspiron 3000 Competitive



	Inspiron 22 3000 (Punisher)	HP 22- b215xt / b225m	Lenovo 510 22	Lenovo 520 22
<b>Processor</b>	Intel 7 <sup>th</sup> Gen KBL-U (Pen/i3/i5) AMD 7 <sup>th</sup> Gen StonyR (E2/A6/A9)	Intel 7 <sup>th</sup> Gen KBL-U (i3/i5) Intel Small Core (Cel/Pen) AMD 6 <sup>th</sup> Gen (E2/A6/A8)	Intel KBL-S (i3/i5) Intel SKL-S (Cel/Pen/i3/i5)	AMD (E9/A9)
<b>Graphics</b>	<b>Nvidia GeForce 920MX</b> Intel Integrated Graphics AMD Integrated Graphics	Intel Integrated Graphics AMD Integrated Graphics	<b>AMD Radeon R5 M435</b>	Intel Integrated Graphics
<b>Graphics Mem</b>	<b>2GB GDDR5</b>	<b>2GB GDDR3</b>	2GB	2GB
<b>Display</b>	21.5" IPS FHD Narrow	<b>21.5" IPS FHD</b>	21.5" VA FHD Narrow	21.5" VA FHD Narrow
<b>Color</b>	Black / White	Black	Black	Black
<b>Touch</b>	Yes, Optional 10 finger	Yes, Optional 10 finger	Yes, Optional 10 finger	Yes, Optional 10 finger
<b>Memory</b>	2 DIMM DDR4 2133 (effective) Intel 1 DIMM DDR4 2133 (effective) AMD	2 DIMM, DDR4 <b>1600</b>	4.0GB DDR4 SODIMM 2400	DDR4 <b>2400 AMD</b>
<b>Storage</b>	<b>Up to 2TB HDD</b> <b>Optional Dual drive SSD</b> <b>Optional Optane (Intel)</b>	<b>Up to 1TB HDD</b>	<b>Up to 1TB HDD 7200</b>	Up to 1TB HHD Up to 256 SSD
<b>USB</b>	4x USB-A	4x USB-A	1(USB 3.0) 2(USB 2.0)	<b>6x USB-A</b>
<b>Video IN/OUT</b>	HDMI OUT	HDMI OUT	HDMI OUT	HDMI OUT
<b>Audio</b>	Waves Max Audio	B&O	Dolby	Dolby
<b>WLAN</b>	1x1 802.11AC standard	1x1 802.11AC standard	1x1 802.11AC standard	N/A
<b>Optical</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Opening Price</b>	<b>\$349</b>	<b>\$449</b>	<b>\$529</b>	<b>\$529</b>



# Punisher 24 Inspiron 3000 Competitive



	Inspiron 24 3000 (Punisher)	HP Pavilion 24 – b010z Touch	HP Pavilion 24 – b220t	Lenovo A 510
<b>Processor</b>	Intel 7 <sup>th</sup> Gen KBL-U (i3/i5/i7) AMD 7 <sup>th</sup> Gen StonyR (E2/A6/A9)	AMD 7 <sup>th</sup> Gen StonyR (E2/A6/A9)	Intel KBL-S (i3/i5)	Intel 7 <sup>th</sup> Gen KBL-U (i3/i5/i7)
<b>Graphics</b>	Nvidia GeForce 920MX Intel Integrated Graphics AMD Integrated Graphics	AMD Integrated Graphics	Intel® HD Graphics 630	Intel Integrated Graphics Intel® HD Graphics 630
<b>Graphics Mem</b>	2GB GDDR5	2GB GDDR3	2GB	2GB
<b>Display</b>	23.8" IPS FHD Narrow	23.8" diagonal FHD IPS WLED-backlit (1920 x 1080)	23.8" diagonal FHD UWVA anti-glare WLED-backlit (1920 x 1080)	23" FHD
<b>Color</b>	Black / White	Silver	Silver	Black w/ Metallic Grey
<b>Touch</b>	Yes, Optional 10 finger	Yes, Optional 10 finger	Yes, Optional 10 finger	Yes, Optional 10 finger
<b>Memory</b>	2 DIMM DDR4 2133 (effective) Intel 1 DIMM DDR4 2133 (effective) AMD	2 DIMM DDR4-2133 SDRAM	2 SODIMM DDR4-2133	8GB DDR4 2133 MHz 8GB DDR4 2400 MHz
<b>Storage</b>	Up to 2TB HDD Optional Dual drive SSD Optional Optane (Intel)	Up to 1TB HDD 7200	Up to 1TB HDD 7200	Up to 2TB 7200 RPM
<b>USB</b>	4x USB-A	2 USB 2.0; 3 USB 3.0	1 USB 3.0 (Type-C™); 2 USB 3.0; 2 USB 2.0	6x USB-A
<b>Video IN/OUT</b>	HDMI OUT	HDMI OUT	HDMI OUT	HDMI™-in/out
<b>Audio</b>	Waves Max Audio	B&O PLAY	B&O PLAY	N/A
<b>WLAN</b>	1x1 802.11AC standard	1x1 802.11 standard	1x1 802.11 standard	802.11 AC (1x1)
<b>Optical</b>	No	Yes	Yes	Yes
<b>Opening Price</b>	\$449	\$599	\$649	\$599