

# LATITUDE E-FAMILY ULTRA-PORTABLE

## E4300 and E4200

### WHAT'S NEW?

With the launch of the new Latitude™ E-Family, Dell is introducing two new Ultra-Portable models, the E4300 and E4200. The E4200 is designed to be one of the lightest enterprise-class laptops on the market today. The E4300 provides the full feature set of a Mainstream laptop (full voltage CPUs, 7200RPM hard drive options, and up to 8GB<sup>3</sup> of RAM) in a thin and light 13" laptop.

### CHANNEL SALES PERSPECTIVE

- Ultra-Portable category consists of two models: **E4300** (13.3" LCD) and **E4200** (12.1" LCD)
- Ultra-Portable laptops share physical and image commonality (via ImageDirect) with the rest of E-Family laptops, docks and peripherals
- Latitude D430 customers should migrate to the **E4300** platform for full-feature set, the **E4200** for one of the lowest weight laptops Dell offers
- Latitude D630 customers may migrate to the E4300 platform for a full-featured thin and light alternative

### CUSTOMER PROFILE

- Road warriors or professionals on the go looking for a thin, light enterprise-class laptop
- Organizations with centralized IT departments requiring enterprise-class security and powerful systems management tools
- Users who spend a significant amount of time in meetings or on the road. Their productivity relies on all-day battery life, multiple wireless connectivity options and highly durable systems

### ELEVATOR PITCH

Designed for the traveling professional or executive, Dell Latitude Ultra-Portable laptops combine sleek looks, durability and advanced wireless connectivity. Dell Latitude Ultra-Portable laptops feature exclusive on-the-go innovations such as Dell Latitude ON, Dell ControlPoint software, and the Dell slim-line AC/Auto/Air adapter to help maximize productivity on the road. The new Latitude ON communication module gives customers rapid access to email, calendar and internet with the single touch of a button without booting or waking your entire laptop—helping to lower power consumption and extend battery life.

### FEATURES AND BENEFITS

- **Travel easy**  
Latitude Ultra-Portable laptops are designed to be among the lightest enterprise-class laptops on the market
- **Keep users up and running**  
New Dell ControlPoint (DCP) includes All-Day Battery mode
- **Stay connected**  
More wireless options: Wi-Fi® 802.11n, WWAN, Wi-Fi Catcher™, GPS, UWB, Bluetooth® 2.1, WiMAX™ ready; Dell Connection Manager
- **Hardware:** Fingerprint reader, contactless & standard smartcard readers, Dell ControlVault, hardware based full disk encryption  
**Services:** Laptop Tracking & Recovery (APJ Q4), Remote Data Delete (APJ Q4), Hard Drive Data Recovery, Certified Data Destruction [HERE WE NEED TO ADDRESS EMERGING MARKETS]
- **Simplified Systems Management**  
Intel® vPro™ technology, global standard platforms, managed transitions, docking commonality, Dell ProSupport Services

### MESSAGING AND POSITIONING

- Built thin and light for the road warrior or executive, Dell Latitude™ Ultra-Portable laptops combine sleek looks, durability and advanced wireless connectivity.
- **Inspired Design**  
Latitude Ultra-Portable laptops are thoughtfully designed not just for looks, but to survive a long day on the job
- **All-Day Mobile Computing<sup>2</sup>**  
Achieve up to 13 hours<sup>2</sup> of battery life with the combination of our standard 6-cell battery, new high capacity battery slice and exclusive Dell ControlPoint™ software
- **Peace of Mind**  
Sleep easy knowing that Dell Latitude laptops—and your company's data—can be kept secure and protected anywhere in the world
- **Total Control of Ownership**  
With image and systems management tools like Dell ImageDirect and Dell Client Manager, you can help simplify systems management and free up IT to focus on more strategic business challenges



## WHY DELL?

- Dell brings three unique values to the channel – ones that no other company can: A simplified channel program, simplified technology (like the e-Family), and a simplified supply chain.
- Dell is a full IT provider of enterprise and client hardware as well as services. Enables you to get everything from a single vendor and reduce complexity
- Latitude enables a low TCO, manageability, strong security, and benefit of Dell Client Migration Services. It is a business-class solution.

## COMPLEMENTARY/COMPANION PRODUCTS/SERVICES/SOLUTIONS

- THINK ACCESSORIES! Seamless transition from desk to mobile: **E-Port**, a **Flat Panel Monitor**, **Keyboard** and **Mouse**
- THINK ACCESSORIES! Laptops are mobile; users need a **Carry Case** and **2nd AC-Adapter**
- THINK SERVICES!
- THINK SOLUTIONS! Transitions are a pain for customers, but Dell Services can help; offer **Dell Client Migration Services** and **ImageDirect**

## CUSTOMER QUESTIONS/OBJECTIONS

### Questions

### Answers

---

**Why should I move to the new E-family if I have to buy all new peripherals? This may be a good time to look at competitive options.**

Latitude has historically provided the longest, most stable docking & peripherals solution in the industry. If you choose another vendor, you will likely be forced to change docks again in 2-3 years. E-family is targeting a 6 year lifecycle.

---

**We have had quality issues with Dell laptops in the past. Why should I believe that these systems will be different?**

We have made numerous quality and durability improvements to Latitude: Solid state or free fall sensor options, StrikeZone, magnesium alloy chassis, robust metal hinges, enhanced keyboard durability.

---

**This is a major transition that will be expensive and time consuming for my organization. How can Dell address the added costs we will incur?**

We are offering a longer transition cycle than usual (6 months for Ultra-Portable). Additionally, tools like ImageDirect, can allow you to transfer the burden of imaging systems to Dell (one image for all E-family systems.)

---

**You have added many features that I cannot use in my environment today: WiMAX, GPS, eSATA, UWB and DisplayPort. Why should I pay for these?**

Dell is now offering peripherals that will allow you to utilize many of these features right away. Some of the features will become widely adopted in the next 6-12 months and Latitude laptops help to ensure you will be ready in the future.

---

<sup>1</sup>Availability and terms of Dell Services vary by region. For more information, visit [www.dell.com/servicedescriptions](http://www.dell.com/servicedescriptions)

<sup>2</sup> Maximum battery capacity decreases with time and use.

<sup>3</sup>Up to 1GB may not be available with 32-bit operating systems due to system resource requirements.

