

DELL Technologies

OPTIPLEX

Intelligence you can rely on



INTRODUCING THE NEW OPTIPLEX FAMILY

With an improved design and built-in artificial intelligence, OptiPlex desktops are more intelligent than ever. The next generation of OptiPlex features smarter and faster desktops with the proven reliability from the brand with 27 years of customer-led innovation.

Learn more at dell.com/OptiPlex

LET'S MAKE
GENIUS
REAL

Why Choose OptiPlex

SMARTER, FASTER, MORE INTELLIGENT DESKTOPS



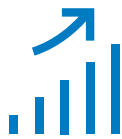
FASTER, MORE RESPONSIVE EXPERIENCES

Discover the world's most intelligent PC's with built-in artificial intelligence.¹ Now OptiPlex 5000 and 7000 series desktops learn and adapt to how you work with the intelligence of Dell Optimizer ExpressResponse, which optimizes the performance of the user's top 5 apps so they can work at their full potential and increase productivity. Customers will find an easier purchase decision with more delineation across the 3000, 5000 and 7000 series this year. Experience right-sized performance with the latest Intel® processors, flexible expansion options including CPU, SSD, PCIe NVMe and rich connectivity for personalized configurations. OptiPlex is committed to getting users productive quicker and more efficiently with details like smart sign-on and connectivity that provides more freedom from wires.



SMART SOLUTIONS

The next generation introduces new and expanded all-in-ones for better collaboration than ever, and redesigned towers to maximize air intake to stay cool while providing easier access to parts, plus more matching peripherals. The compact and powerful micro, now with the most mounting options, gets out of your way to get work done. The flagship solution of the portfolio is the OptiPlex 7070 Ultra and is ideal for customers seeking an all-in-one experience but also want complete flexibility in monitor choice and control of their IT refresh cycle. The OptiPlex 7070 Ultra is the world's most flexible desktop², delivering full power in an innovative, zero footprint design while completely hiding the PC inside a monitor stand. Sustainably-built, OptiPlex All-in-One and Towers contain at least 35% post-consumer recycled plastics (PCR).³



TAILORED END USER EXPERIENCES

Experience immersive productivity with towers built ready for virtual reality experiences and the latest display technology. Matching multi-monitor support provides seamless viewing for towers and all-in-ones. OptiPlex delivers solutions to make collaboration smart and easy. This year we've added Intelligent Audio technology to intuitively optimize audio and microphone performance so that the user has the best audio experience. Create a secure, clutter-free workspace with purpose-built mounts, stands and cable covers. OptiPlex solutions are intentionally designed to work together to provide users a seamless, uninterrupted workflow.



TRUSTED PARTNER

OptiPlex is the trusted name in desktops with 27 years of customer-centered innovation. Designed to be most reliable, OptiPlex is a pioneer in quality testing, going beyond MIL-STD, and is the dependable partner throughout committed lifecycles. Keep the competitive advantage yours with trusted devices from Dell Technologies that have embedded and optional security solutions and services. OptiPlex is part of the world's most secure PC fleet.⁴ Enjoy fast, flexible low touch IT with the comprehensive solution to deploy, secure, manage and support any device from the cloud with Dell Technologies Unified Workspace.⁵

FEATURED ON THE OPTIPLEX FAMILY

- Most intelligent business PC's with built-in AI¹ for 5000 and 7000 series
- Up to 10th generation Intel® Core™ i9 processors with up to 10 cores
- Up to 128GB of 2933MHz DDR4 memory drive the most responsive OptiPlex PC yet
- Optional integrated Intel® Wi-Fi 6 (Gig+) for stronger connectivity than ever
- All platforms endure rigorous quality testing and surpass MIL-STD 810G standards
- Hardware built securely featuring TPM 2.0, optional chassis intrusion switches and lockable port and cable covers
- Tool-less design for easy serviceability and expandability
- Accessories designed and tested to enable ultimate productivity for OptiPlex users
- Energy Star and EPEAT registered

Meet the OptiPlex Family

WHEN THE DESKTOP WORKS YOUR WAY, EFFICIENCY IS UNLIMITED

OPTIPLEX 7070 ULTRA



The world's most compatible, fully modular zero footprint desktop solution offers swappable elements for enhanced flexibility and performance⁴.

Desktop of the future: Ultra combines the beauty of an all-in-one with the upgradability of a traditional desktop, delivering full performance and function in a minimal, patented design.

Modern modularity: The first-of-its-kind OptiPlex 7070 Ultra completely hides the PC in a display stand and is designed to easily upgrade the PC module separately from the monitor, even allowing for reuse of existing Dell and third-party monitors.

Get productive faster: The ease of USB-C power delivery provides single cable connectivity for the PC and monitor. Ultra paired with Dell P Series USB-C Monitors and the Height Adjustable Stand provide a clean, future-ready workspace.

OPTIPLEX 7780 ALL-IN-ONE



A premium, intelligent 27" all-in-one that delivers best-in-class performance, audio and video. Now featuring the built-in artificial intelligence of Dell Optimizer. Optional Intel® vPro™ supports remote and advanced out-of-band management capabilities.

Work smart: With a Full HD IPS touch or non-touch display. Featuring Windows 10 Modern Standby to enable an instant on/instant off user experience to achieve low power and constant connectivity.

Immersive productivity: Next generation discrete graphics deliver a powerful and efficient work experience.

Ultimate collaboration: Optional pop-up webcam available with Full HD or infrared camera features Windows Hello sign on support, while the quad mic array and performance speaker with Intelligent Audio make smart adjustments to communicate and collaborate more efficiently. Available with Intel Unite® software to enable smart and secure meetings.

OPTIPLEX 7480 ALL-IN-ONE



A premium, intelligent 24" all-in-one that delivers best-in-class performance, audio and video. Now featuring the built-in artificial intelligence of Dell Optimizer. Optional Intel® vPro™ supports remote and advanced out-of-band management capabilities.

Sleek and expansive: Its design boasts a small footprint while optimizing screen space with brilliant edge-to-edge Full HD IPS display technology. Available with a glare-free matte touch option.

Boot up faster: With dual M.2 slots for Intel® Optane™, SSD and double max memory than previous the generation with 64GB DDR4 memory, experience no lag or delay in productivity.

Innovative collaboration: A quad mic array and mainstream speaker with Intelligent Audio make smart adjustments to communicate & collaborate more efficiently. An optional pop-up webcam available with Full HD or infrared camera transforms your collaboration capabilities. Available with Intel Unite® software to enable smart and secure meetings.

OPTIPLEX 5480 ALL-IN-ONE



An intelligent, sustainably built all-in-one with a larger 24" display. Featuring enhanced security and productivity in a space-saving design. Now featuring the built-in artificial intelligence of Dell Optimizer.

The right screen for the job: New 24" Touch and Non-Touch FHD displays offer 18.5% larger active area than previous 5000 series OptiPlex all-in-one.

Incredible graphics: Now with support for NVIDIA® discrete graphics cards for crisper images and better video experience.

Log on & collaborate with ease: Optional pop-up webcam available with Full HD or infrared camera featuring Windows Hello support and facial recognition for easy sign-on. Featuring Windows 10 Modern Standby to enable an instant on/instant off user experience to achieve low power and constant connectivity. Dual mic array and mainstream speaker with Intelligent Audio makes smart adjustments to communicate & collaborate more efficiently.

OPTIPLEX 3280 ALL-IN-ONE



Sustainably built all-in-one with a larger 22" display. Featuring enhanced security in a space-saving design.

See and do more: Designed with a newly expanded 22" Full HD touch panel, this all-in-one offers 28.5% more active workspace. The new IPS screen offers better color reproduction and viewing angles, improving refresh rate and response time over prior model.

Faster user experiences: Two SoDIMMs deliver double max memory up to 64GB, than previous generation, providing more bandwidth for large data sets and complex tasks.

Interact with ease: Choice of ergonomic stands and arms lets you alter the position of your screen to view and share content, making this an ideal solution for interactive workspaces.

OPTIPLEX 7080 TOWER, SMALL FORM FACTOR AND MICRO



Intelligent desktops built to deliver ultimate expandability and performance. Optional Intel® vPro™ supports remote and advanced out-of-band management capabilities.

Faster user experiences: Optimize the performance of your top 5 apps with the built-in artificial intelligence of Dell Optimizer ExpressResponse. Now available with dual M.2 SSD option and USB 3.2 Type A Gen 2 (10Gbps Data) support for increased data access speed.

Power through your workday: Built with 10th gen Intel® up to Core™ i9 with 125W, 10 core processor on the 7080 tower, experience the most powerful OptiPlex yet.

Immersive productivity: Now with discrete graphics support on micro, achieve better visuals for 3D rendering and 4K monitor use. Fully engage with rich VR content with support for high-end 215W class graphics card on 7080 tower.

Built smart: The 18L tower delivers more expansion options while maintaining an overall compact design for the modern workspace. It is responsibly built with 57% post-consumer recyclable content.⁶

OPTIPLEX 5080 TOWER, SMALL FORM FACTOR AND MICRO



Intelligent, mainstream desktops with right-sized performance & configurations. Intel® Standard Manageability provides basic out-of-band management capabilities for more uptime end users and IT.

Faster user experiences: With AI-powered Dell Optimizer ExpressResponse, your system will continually learn and adapt to how you work to optimize the performance of your top 5 apps.

Impressively powerful: Built with 10th generation Intel® up to Core™ i7 processors and doubled max memory for tower, small form factor and micro from previous generation provides better performance while running multiple or large applications.

VR-ready: With support for next generation NVIDIA® discrete graphics, the 5080 tower is ready to deliver entry commercial VR content experiences.

Work how you need: Its space-saving, tool-less designs and versatile mounting options for micro allow for easy serviceability and a clutter-free workspace, with plenty of expandability options across each form factor.

OPTIPLEX 3080 TOWER, SMALL FORM FACTOR AND MICRO



(Coming Soon)

Business desktops with streamlined performance and essential manageability options to drive maximum value.

Efficient performance: Speed through routine tasks seamlessly with 10th generation Intel® Core™ processors, up to 35W on micro and 65W on towers and small form factor. Now supporting up to 64GB DDR4 (32GB DIMMS) max memory - double that of previous gens - to deliver faster user experiences.

Smart design: The compact, entry tool-less designs and versatile mounting options for micro allow easy serviceability and a clutter-free workspace. The new shift venting pattern of the chassis maximizes air intake to keep the system cool.

Convenient connectivity: Connect with ease with native DisplayPort and HDMI and optional VGA, HDMI 2.0b or 2nd DisplayPort.

OPTIPLEX XE3 TOWER AND SMALL FORM FACTOR



Industrial-grade desktop with an ultralong lifecycle and expandability options, featuring enterprise-class performance and management capabilities.

Long lifespan: A minimum three-and-a-half-year purchase lifecycle eases management and planning.

Durability where it matters most: From healthcare, retail, to the manufacturing floor, the XE3 is built to power industries, even in the most challenging physical conditions.

Dell OptiPlex

Recommended Accessories

PURPOSE-BUILT FOR OPTIPLEX MOUNTS, STANDS, CABLE COVERS



OPTIPLEX MICRO
ALL-IN-ONE STAND



OPTIPLEX 7070 ULTRA
HEIGHT ADJUSTABLE STAND



OPTIPLEX 7070 ULTRA
FIXED STAND



OPTIPLEX 7070
ULTRA OFFSET
VESA MOUNT



OPTIPLEX MICRO
DVD+/-RW ENCLOSURE



OPTIPLEX MICRO VESA MOUNT
WITH ADAPTER BRACKET



OPTIPLEX MICRO DUAL
VESA MOUNT WITH
ADAPTER BRACKET



OPTIPLEX SMALL FORM
FACTOR ALL-IN-ONE STAND
(COMING SOON)



OPTIPLEX ALL-IN-ONE
DVD+/-RW ENCLOSED WITH
HEIGHT ADJUSTABLE STAND



OPTIPLEX ALL-IN-ONE
ARTICULATING STAND



OPTIPLEX ALL-IN-ONE
HEIGHT ADJUSTABLE
STAND



OPTIPLEX ALL-IN-ONE
PORT COVERS



OPTIPLEX TOWER, SMALL
FORM FACTOR AND
MICRO CABLE COVERS



OPTIPLEX TOWER, SMALL
FORM FACTOR AND
MICRO DUST FILTERS

DISPLAYS AND INPUT DEVICES



DELL ULTRASHARP
MONITORS



DELL P SERIES
MONITORS



DELL WIRELESS
KEYBOARD
AND MOUSE



DELL WIRED
MOUSE WITH
FINGERPRINT
READER



DELL PRO
STEREO
HEADSET



HTC VIVE
PRO VIRTUAL
REALITY SYSTEM

Intelligence built in. Modernization built on.

Dell Technologies Unified Workspace

We know that having the right device is just the start to a great workday. Employees need intelligent, intuitive and responsive experiences that allow them to work productively and without interruption. According to research, 1 out of every 4 users would question their job and the company they work for if they had a negative experience with their technology.⁷

Dell Technologies Unified Workspace is transforming the employee experience and ensuring IT has proactive, predictive and automated solutions to deliver on the promise of a modern workday, while simplifying their ability to deploy, secure, manage and support their environment.



DEPLOY

[ProDeploy in the Unified Workspace](#) allows IT to move away from traditional, high-touch, manual deployment, and instead, ship devices preconfigured with company apps and settings from the Dell factory directly to their end users—having end users up and working on day one.



SECURE

Dell Trusted Devices provide a foundation to a modern workforce environment with invisible and seamless protection to ensure smarter, faster experiences. End users stay productive and IT stays confident with modern security solutions for the Dell Trusted Device.



MANAGE

[Dell Client Command Suite + VMware Workspace ONE](#) offers integrated capabilities that deliver a unified endpoint management experience for IT, enabling them to manage firmware, OS, and apps from one console, while also creating seamless experiences for end users.



SUPPORT

ProSupport resolves hardware issues up to 11x faster than the competition. ProSupport for PCs offers 24x7 access to in-region ProSupport engineers who contact IT when critical issues arise,⁸ so you can focus on what's next, not what just happened. ProSupport Plus helps IT stay a step ahead and virtually eliminate unplanned downtime due to hardware issues. You get all the capabilities of ProSupport, as well as AI-driven alerts to prevent failures and repairs for accidents.⁹

1 Source: Based on Dell Technologies internal analysis, November 2019. Dell Technologies Legal Ad#G20000050.

2 Source: Based on Dell Technologies internal analysis of competitive products, June 2019. Dell Technologies Legal Ad#19000200.

3 Source: Dell Technologies Product Compliance Datasheet | ENV0025 March 2020.

4 Source: Based on Dell Technologies internal analysis, January 2020. Dell Technologies Legal Ad# G20000026.

5 Source: Based on Dell internal analysis of competitive products as of February 2019. Dell Technologies Legal Ad#G19000092.

6 Source: Dell Product Compliance Datasheet | ENV0025 June 2019. Dell Legal Ad#G18000288.

7 ESG Research Report. 2019 Digital Work Survey. December 2019.

8 Based on a Principled Technologies test report, "Spend Less Time and Effort Troubleshooting Laptop Hardware Failures" dated April 2018. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <http://facts.pt/L52XKM>

9 Based on a Principled Technologies test report, "Dell ProSupport Plus with SupportAssist warns you about hardware issues so you can fix them before they cause downtime" dated April 2019. Testing commissioned by Dell, conducted in the United States. Actual results will vary. Full report: <http://facts.pt/0xvze8>. Hardware issues detected by SupportAssist include hard drives, solid state drives, batteries and fans.