



Dell Updates COMMERCIAL OPTiPlex LINE With NEW small form factor pcs

- New OptiPlex 780 USFF is world's smallest fully functional commercial desktop PC with integrated power supply and Intel vPro technology¹
- OptiPlex 780 USFF delivers a more efficient power supply than the HP Compaq dc7900 Ultra-slim and Lenovo ThinkCentre M58p Ultra Small Form Factor business class
- New OptiPlex 380 offers greater flexibility with more form factor options than the HP Compaq dx2400 and the Lenovo ThinkCentre A58
- Long life-cycle options and support for Dell's Flex Computing Solutions – Virtual Remote Desktop and On-Demand Desktop Streaming environments

LONDON, UK, Dec. 10, 2009 – *Dell announced today that it has updated its commercial line of [OptiPlex](#) desktops with new small form factor PCs that provide business and organisations of all sizes a robust, energy efficient platform for flexible, secure and reliable desktop computing.*

The new desktop systems demonstrate Dell's commitment to customer-inspired design and solutions that scale for future growth with long-life-cycle support options and the ability to support alternative computing environments such as Dell's [Flex Computing Solutions](#) – [Virtual Remote Desktop](#) and [On-Demand Desktop Streaming](#) environments.

Dell OptiPlex 780 USFF — The World's Smallest Fully Functional Commercial Desktop

Dell's new OptiPlex 780 Ultra Small Form Factor (USFF) is the world's smallest fully functional commercial desktop with integrated power supply and [Intel vPro technology](#).¹ This mainstream desktop PC is ideal for space constrained environments providing durable, 'mount anywhere' options and a simplifying all-in-one stand. Other product highlights include:

- Scalability of processing power, graphics and hard drives with the latest generation of [Intel Core2 Duo](#) technology;
- Support for Microsoft [Windows 7](#), Vista and XP; along with [Ubuntu Linux](#) support in select countries;
- Image stability and long-lifecycle (15-month) support as part of Dell's Global Standard Platform program, help minimise maintenance changes that slow productivity;
- Advanced systems management options including Intel vPro technology;
- [Security and data protection](#) options such as full disk encryption and built-in Trusted Platform module (TPM) help organisations protect their assets, safeguard data and meet compliance regulations²; and,
- Environmentally friendly with up to 90 percent efficient power supplies, Energy Star 5.0, EPEAT Gold compliance.

The **Dell OptiPlex 780 USFF** is available for order today at prices starting from **€69**. More details are available at www.dell.com/optiplex.

Dell OptiPlex 380—Essential productivity, Stability and Optimised Costs

Designed for customers in emerging countries and businesses looking for cost-efficient productivity solutions with room to expand as their businesses grow, the OptiPlex 380 provides platform stability and systems management tools, security options and an easy to service enclosure. The new OptiPlex 380 family is available in three form factors – Minitower, Desktop and Small Form Factor – providing greater flexibility with more form factor options than the HP Compaq dx2400 and the Lenovo ThinkCentre A58. Other highlights include:

- Scalability of processing power, graphics and hard drives including latest generation of Intel Core2 Duo technology;
- Support for Microsoft Windows 7, Vista, XP; along with Ubuntu Linux support in select countries;
- Easy to service chassis, with tool-less components and DirectDetect LED diagnostic lights;
- Remote system management with [Dell Client Manager](#); and,
- Up to 88 percent efficient power supplies, Energy Star 5.0, EPEAT Gold compliant.

The **OptiPlex 380** is available for order today at prices starting from **€399 for the new Desktop, €329 for the Minitower, and €419 for the Small Form Factor**. More details are available at www.dell.com/optiplex.

[Dell Services](#) including Dell ImageDirect, Hardware Customisation (CFI), Dell ProSupport3 and Distributed Device Manager (DDM) make these systems easy to manage, support, and deploy. Dell also offers a robust set of services for business and organisations looking to migrate to Windows 7. These services address application compatibility, optimising deployment, and security.

Quote:

“The death of the commercial desktop has been greatly overstated,” said Mike Basore, Senior Product Marketing Manager, Dell Business Client Product Group. “We are seeing customers look to deploy small form factor systems in ways never before imagined. These new desktop systems provide a rock solid foundation which Dell is known for while providing long-lifecycle and secure capabilities in key areas such as client virtualization and systems management.”

Additional information:

- [Vlog on new OptiPlex Small Form Factor Systems](#)
- Images of the new systems can be found on [Dell's Official Flickr Photostream](#)
- [Direct2Dell Blog](#)
- [Dell Enterprise Inside IT Blog](#)
- [Dell OptiPlex Page](#)

About Dell:

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they need and value. For more information, visit www.dell.com.

1 Claim based on review of publicly available information from the top ten worldwide commercial desktop vendors.

2 TPM not available in all areas.

3 Availability and terms of Dell Services vary by region. For more information, visit www.dell.com/servicesdescriptions.

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