



# Power up your creativity

Discover how the Dell Precision 15 5000 Series workstation, Windows 10 and Adobe CC will empower you artistically and professionally

**A**ny of you who have ever upgraded to a faster, more efficient workstation will know that new equipment can change the way you work. A new workstation can drastically speed up your workflow and keep your creative process running efficiently, and a sharper monitor, a powerful processor and professional graphics all make for more ambitious projects, which, let's be honest, we're always going to be excited about.

The Dell Precision 15 5000 Series workstation is a recent example of a mobile workstation that can transform the way you approach creative projects, through both its convenient design and computing power. You may think that a traditional notebook packs enough of a punch for you to nail creative projects, but upgrading to a workstation like the Dell Precision 15 5000 is a simple way

to supercharge your Photoshop workflow and explore more ambitious projects. Combining Dell UltraSharp monitors with speedy Intel Xeon E3-1505M V5 processors and NVIDIA Quadro graphics, these workstations holster the power to handle any Photoshop project from concept to completion, and the scope for you to keep growing as a designer where other systems don't.

All of this is supported by Windows 10, an operating system built with multi-tasking in mind, which makes it perfect for designers who want to keep an eye on emails while they're cutting out a troublesome image or check references while illustrating. Consider, too, that this pro-level machine, packed with the very latest in mobile workstation technology, is unapologetically sleek and portable.

## A NAME YOU CAN TRUST

A leading name in computing, Dell has a rich, three-decade history of almost unrivalled experience building computers. With the Precision 15 5000, though, it's created a machine that appeals to both anyone seeking a workstation for on-the-go ease of use and for creating high-quality design projects. There's always the concern that a mobile workstation is going to be a bit hefty, but in this case you'll find carrying it around won't be any trouble, which is great if you like to get things done on the move. At around 15 inches in width, the Dell Precision 15 5000 is light and compact, while still being just big enough to show off its crisp, 4K display. This display quality means that it's just as at home in the studio as it is on your commute.

It's a workstation that has everything you might expect from your average computer, but dig beneath the sleek exterior and you'll find a wealth of features and design capabilities dedicated to the design-minded that you'll only find in a professional workstation. It's not just a workstation – it's your best friend when it comes to design.

## WINDOWS 10

Of course, any workstation needs a solid operating system at its core. The previously-dropped Start button has returned to Windows 10, the tiled apps of Windows 8 are still a prominent feature and Cortana is now integrated

into the operating system, but on top of these marquee additions, Windows 10 is now offering much more to designers and artists looking for the ultimate Photoshop experience. The multi-tasking aspect of the new system is much talked about, and it fits in with the modern computing experience, but it's also a feature that designers can really exploit for a better creative process. The ability to see windows side by side

makes the organisation of your work even more visual, like you're flicking between pictures on a desk. Add to the mix that you can snap four windows to the four corners of your screen, and you have a set-up almost tailor-made for anyone creating with Adobe Creative Cloud tools.

The advent of DirectX 12, the latest version of Windows's application-

programming interface makes for a higher frame-rate and greater graphical proficiency, allowing you to work quicker than ever before. Where Windows 8 opened doors for those inspired by mobile technology, Windows 10 feels like a great fit for any creative mind seeking a slick and structured operating system to work on.

## THE RIGHT TOOLS FOR THE JOB

Adobe Creative Cloud isn't just the industry standard for any designer or artist looking to let a limitless imagination run free, it's also the perfect place for any enthusiast to start their artistic

“Windows 10 offers much more to designers and artists looking for the ultimate Photoshop experience”



## Why choose Windows 10?

Microsoft's new OS offers all the flexibility you need

Windows 10 is a significant step towards your operating system integrating seamlessly into your busy creative schedule. Sporting everything you could ever need to keep yourself organised and working at maximum efficiency, it's an operating system with your personal needs at heart.

By taking advantage of exciting new features like the Snap feature, which allows you to snap up to four different apps into the four corners of the screen, you'll discover new ways to streamline your workflow. Approaching deadline? Snap your emails to the corner of the screen and remain client-facing, while still getting the job done in Photoshop. Illustrating from reference? Snap your web browser and illustrate away without the need for switching between windows. As creatives, we're always looking for ways to improve our workflow – features like this one have been built with this need for exciting, unimpeded productivity in mind.

On top of this, Cortana is always on hand for whatever you need, from managing your personal calendar at crunch time, to digging out old designs you thought you'd forgotten about, to searching the web for all the inspiration you need to unleash your creativity.

So why choose Windows 10? It's simple – whatever your discipline, whatever your interests, Windows 10 offers the definitive 21st Century solution for creatives with busy work lives, and busy social lives too. Blending typical Microsoft ease of use with new, forward-thinking productivity aids like Cortana, the Snap feature and much more, Windows 10 is the perfect way to augment your creative life, keeping you organised while allowing you to let your imagination run as wild as you need it to.





journey. Windows 10 was developed with software packages like Adobe Creative Cloud in mind, so if you're looking to exploit that perfect harmony between hardware, operating system and specialist software, your best bet is a professional workstation product – especially as they're becoming more affordable by the day.

Simply choose which apps you wish to install onto the Precision 15 5000 workstation and you can begin creating; the computer sports an Intel Xeon E3-1505M V5 processor, which is built for highly intensive tasks like 3D design and will chew through anything you throw at it, from experimenting with layers and masks to intricate illustrations. This makes it ample for getting the best out of Adobe Photoshop, Lightroom and Illustrator – all at once if you need to – and with a recorded 13 per cent improved performance from previous generations of Dell computers, this new breed of workstation has the power and speed for you to conquer design tasks in no time at all.

## STAGGERING CPU PERFORMANCE

The processor in your computer handles the critical information that keeps the machine ticking as a whole, and as you might expect, a CPU with more cores and a high clock speed means a more efficient workstation capable of bigger projects and more ambitious multi-tasking.

Intel Xeon processors are synonymous with speed and power, operating at a professional level and coping easily with strenuous tasks – perfect for anyone creating 2D or 3D renders on their workstation. Intel Xeon CPUs are becoming pretty much essential for anyone working at higher levels of design, because it can easily match your lofty ambitions. Gone are the days when hardware limitations could hamper your creativity.

The tendency is for most creatives to purchase an often-overpriced laptop product that *can* handle intensive tasks like 3D compositions, processing loads of layers and the like when pushed, but usually at a crawl. By crossing over to a workstation your work rate will go through the roof – less time spent working at low resolutions and only keeping a couple of windows open, more time spent letting your creativity sing.

## PROFESSIONAL GRAPHICS

Along with the CPU, the graphics card in a computer is most responsible for the speed and performance of your computer. It's the graphics card's job to display the images on-screen, process the images quickly – up to 60 times a second in some cases – and take away some of this strain from the processor. Understandably, it's imperative for a designer to use a good graphics card in their setup – preferably a professional one.

Dell Precision 15 5000 Series workstations utilise NVIDIA Quadro M1000M graphics as standard. Offering 2GB of VRAM and 512 CUDA



cores, NVIDIA M1000M cards are great for tasks like compositing and 3D visualisation, which will come in useful if you're an artist who uses 3D renders in your Photoshop work, and they support DirectX, which is a staple of Windows 10. While graphics cards are most associated with gaming, they can do wonders for your design work and even enhance the way you work with photography – especially NVIDIA Quadro cards, which are intended for professionals.

## THE RIGHT DISPLAY FOR YOU

With all this power, speed and professional software for your imagination to run wild with, it's easy to overlook the screen on which you view your projects. Dell Precision 15 5000 Series

workstations rock a super sharp 3840x2160 4K resolution, and wideview 15.6" sized, LED-backlit screens. Whether you're busily carving out intricate Alpha channels or creating pixel-perfect illustrations, you won't find any old portable system sporting such a crystal-clear display – your best bet is upgrading to a workstation.

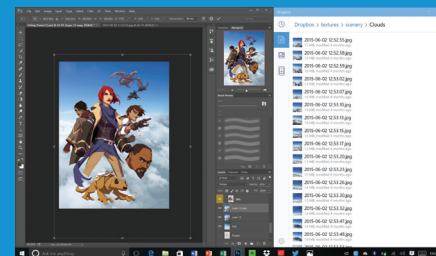
As well as the screen that comes as standard with Precision Notebooks though, some designers might wish to invest in another monitor. The remarkable 4K screen on this workstation can be paired with another 4K display, like the 32" Dell UltraSharp UP316Q monitor, making your designs look as sharp as ever in the studio or on the move. This is just another option for an ambitious creative like you seeking the ultimate workstation setup.

## Expert opinion: David Cousens

The managing director of Cool Surface Ltd goes hands-on with the Dell Precision 15 5000 notebook

"Thanks to the hybridisation of laptops and tablets, I'm finding that workstations are giving creatives the best of both. I found that the Dell Precision 15 5000 Series workstation was powerful enough to tear through processes in Adobe Photoshop CC 2015 like the Content-Aware Fill without flinching, and Windows 10 brings productivity advantages like the Snap feature, which lets you snap up to four apps to corners of the screen. It's brilliant for multi-tasking. I painted digitally, looked at references online and kept an eye on my emails and Twitter all on one screen. If you don't have access to a second screen it avoids the distraction of switching between apps.

"Cortana stores and learns from your feedback to try to pre-empt your needs the more often you use it, and works across all of your Windows 10 devices. Cortana

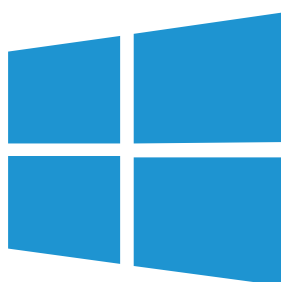


streamlines searches and locates apps for you; simply asking "Hey Cortana" saves plenty of time, which is great for any designer!

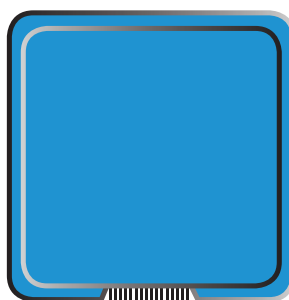
"I also love the screen on this workstation; it looks constantly beautiful no matter which angle you view it from, which makes a huge difference when painting and image editing. You'll never have to crane your head around or move the viewing screen like some laptops."

# Supercharge your design workflow

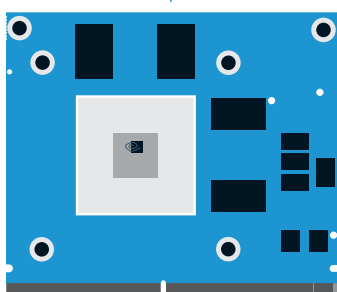
Unleash your creative potential today by upgrading to a professional workstation and Windows 10



**WINDOWS 10** The handy Snap feature, Cortana's upgraded functionality and DirectX 12 support are just some of the key features of the definitive Microsoft Windows experience.



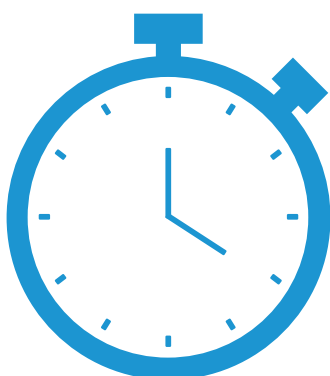
**INTEL XEON E3-1505M** For professional-level design work, you're better off with a professional-level brain for your system. Mobile Intel Xeons make working with high-res scenes a dream.



**NVIDIA QUADRO M1000M** Why settle for only one display? Professional GPUs are more than capable of getting you up and running with multiple screens – perfect for any creative.



**ADOBE CC** All this power means that your favourite apps will be up and running in seconds. On a workstation, Photoshop will run faster and more efficiently than you ever thought was possible.



**TIME SAVED** More power and a more optimised operating system in Windows 10 make for a more efficient and, ultimately, far more productive Photoshop workflow – exactly what you need when you're cropping and comping images, creating your own textures, illustrating vast landscapes, creating matte paintings and anything else your imagination could possibly think of. Why limit your creativity? By upgrading to a workstation, you're opening the door to a whole world of design potential.



## Expert opinion: Andy Hau

The founder of AHA Design Ltd experiences Windows 10

"At the dawn of the Internet, in a magical time dominated by Tamagotchis and butterfly hairclips, there was only one type of computer that you were going to be loading your AOL free internet trial CD-Rom from: a Windows one.

"Having not used a Windows product since I was 16 (so, a good few weeks!), the thing that struck me when I turned on the Dell Precision 15 5000 notebook was how familiar it was, despite an updated interface. The dedication to laser-pointed efficiency and goal-orientated working that made Windows so popular in the first place, is demonstrated by the ability to snap four things onto your screen at once – gone are the days of trying to find a specific window when you've got a thousand internet tabs open and say hello to a more streamlined and organised workflow.

"Apart from giving you the ability to be deadly productive, the Dell Precision 15 5000 notebook is also incredibly powerful. This is demonstrated by the fact that the Liquify tool in Adobe Photoshop CC, which can sometimes take minutes to process on other systems, is almost instantaneous on the Dell Precision notebook. The Dell UltraSharp 32 Monitor, a gargantuan high-definition screen, which can be easily hooked up to the notebook, allows for more workspace but also made me feel completely immersed in the image I was working on in Photoshop CC. Perfectly lit, the screen never feels glary and therefore saves your eyes from being over-strained.