

BRAND **GUIDELINES**

Phase 1 : Commercial

March 3, 2008



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The background is a dark blue gradient with abstract, glowing blue light waves and particle effects, creating a sense of motion and energy.

**ONE COMPANY
ONE BRAND
ONE BEAT**

In your hands is a living, breathing document. It guides us toward a unified and consistent relationship with our customers. It is not a departure, but a return, full-circle, to the core values of the Dell brand. The Dell Brand Book contains a set of guidelines. Do not use these guidelines as an excuse for not thinking.

From its inception, Dell has resonated with the individual. Guided by the belief that listening to customers will always result in real solutions for real needs.

Dell recognizes that the technology need of every business, every customer and every person is unique.

TOUCH Solid. New. Exciting.

SMELL Clean. Fresh. Familiar.

SOUND Steady. Driving. Reliable.

TASTE Stimulating. Provocative. Fulfilling.

SIGHT Sleek. Serious. Desirable.

SIXTH SENSE Optimistic. Responsible. Green.

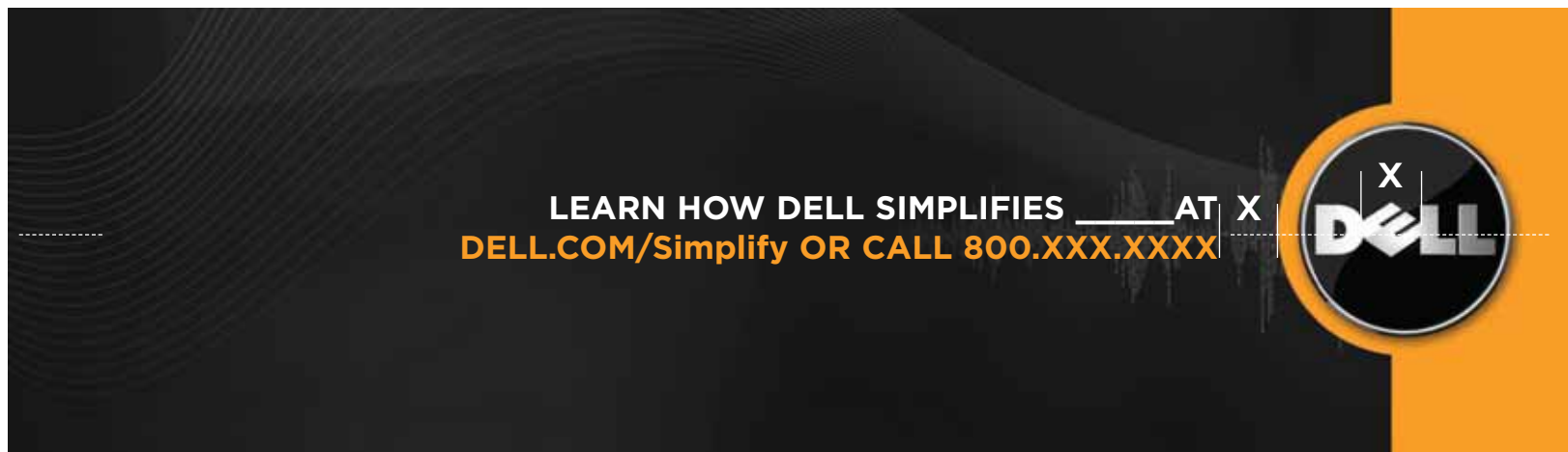
Speaking with the frankness one would expect from a friend, the tone of Dell is engaging and candid. We are bold enough to let the facts speak for themselves.

TECHNICAL LANGUAGE

Dell copy is performance-driven. Even technical features speak to a real world benefit.

Every piece of communication ends with an invitation. Our tagline is a call to action, period.

- The call to action should be uppercase, short, compelling, and provide a reason to take action.
- When listing URLs, the “DELL.COM” is capitalized and the “/XxxxxxxXxxxx” is set in upper and lowercase.
- The typography baseline and preferred distance from the Dell badge are indicated below.



The Dell badge is bold and dimensional, a symbol of simplicity you can touch.

- The black version of the Dell badge should be used when the bubble/band are in color.
- The color version of the Dell badge should be used when the bubble/band is in white.
- Highlight color in headline should match the color version of the Dell badge.
- Colored badges can be used for events, promotional items, or holiday-themed marcom.
- Logo files can be found on dell.com/brandcentral in PSD and vector .ai formats.



For Marcom Use

1. Badge

Placing the badge against color creates stopping power.

2. Band

The band of solid color works like an exclamation point. It is the line of differentiation, the broad stroke pointing to or underscoring the Dell badge.

3. Bubble

The bubble adds an arc of color to allow the badge to pop. The clearance space around the badge is equal to the width of the vertical stroke in the “L” letter form.

4. Drop Shadow

Dell Logo must have a drop shadow.

Blend Mode: Multiply

Color: Black

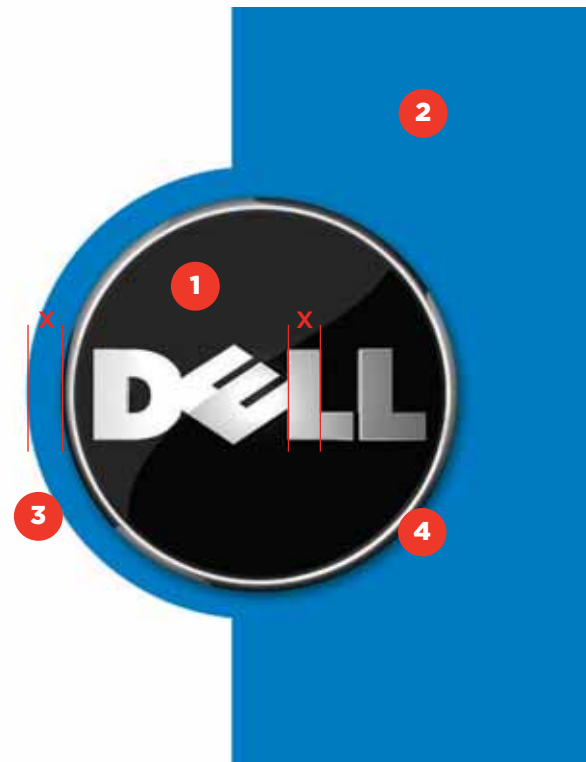
Opacity: 50%

Angle: 120

Distance: 7

Spread: 0

Size: 18



Minimum Size and Placement

- The badge should be sized no smaller than 42 pixels x 42 pixels (.5 inch).
- The badge should always knock out from a primary color, form a notch breaking the plane of the color field, and compliment the black background.
- Partner logo relationships, requirements and hierarchy still apply.



When representing the badge on the right or left, the top and bottom of the “E” in the Dell logo should line up with the color plane.

When representing the badge on the top or bottom, the top of the “L” letter form should line up with the color plane.



PROMOTIONAL PRINTING GUIDELINES



File Name: (A) 1-color badge - for white or silver backgrounds



Application: 1-color spot print

Background colors: White or Silver

Imprint colors: Black

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name: (B) 1-color badge - for black or dark backgrounds



Application: 1-color spot print

Background colors: Black or Dark Colors
Never light or white (or imprint won't show)

Imprint colors: White or PMS 427C Silver



*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name: (C) 2-color badge - for white or light backgrounds



Application: 2-color spot print

Background colors: White or Light Colors
Never dark or black (or outer edge won't show)

Imprint colors: Black
& PMS 427C Silver
or
Black
& White

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name: (D) 2-color badge - for black or dark backgrounds



Application: 2-color spot print

Background colors: Black or Dark Colors
Never light or white (or outer edge won't show)

Imprint colors: Black
& PMS 427C Silver
or
Black
& White

Note: on black backgrounds, you can print this as a 1-color.

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name: (E) 3-color badge - for white or light backgrounds



Application: 3-color spot print

Background colors: White or Light Colors
Never black or dark (or outer edge won't show)

Imprint colors: Black
& PMS 427C Silver
& PMS 432C Dark Gray

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name: (F) 4-color badge black & silver - for black or dark backgrounds



Application: 4-color spot print

Background colors: Black or Dark Colors
Never light or white (or outer edge won't show)



Imprint colors: Black
& PMS 427C Silver
& PMS 432C Dark Gray
& PMS 430C Light Gray

Note: on black backgrounds, you can print this as a 3-color.

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name:

(G) 4-color badge blue - for white or silver backgrounds



Imprint colors:

Black
& PMS 427C Silver
& PMS 300C Blue
& PMS 3005C Light Blue

File Name:

(H) 4-color badge green - for white or silver backgrounds



Imprint colors:

Black
& PMS 427C Silver
& PMS 7490C Green
& PMS 7489C Light Green

File Name:

(I) 4-color badge red - for white or silver backgrounds



Imprint colors:

Black
& PMS 427C Silver
& PMS 201C Red
& PMS 200C Light Red

File Name:

(J) 4-color badge yellow - for white or silver backgrounds



Imprint colors:

Black
& PMS 427C Silver
& PMS 124C Yellow
& PMS 123C Light Yellow

Application: 4-color spot print

Background colors: White or Silver Colors
Never dark or black (or outer edge won't show)

*Only for use when full-color printing is not available

PROMOTIONAL PRINTING GUIDELINES



File Name:

(K) 4-color badge blue - for black or dark backgrounds



Imprint colors:

PMS 430C Light Gray
& PMS 427C Silver
& PMS 300C Blue
& PMS 3005C Light Blue

File Name:

(L) 4-color badge green - for black or dark backgrounds



Imprint colors:

PMS 430C Light Gray
& PMS 427C Silver
& PMS 7490C Green
& PMS 7489C Light Green

File Name:

(M) 4-color badge red - for black or dark backgrounds



Imprint colors:

PMS 430C Light Gray
& PMS 427C Silver
& PMS 201C Red
& PMS 200C Light Red

File Name:

(N) 4-color badge yellow - for black or dark backgrounds



Imprint colors:

PMS 430C Light Gray
& PMS 427C Silver
& PMS 124C Yellow
& PMS 123C Light Yellow

Application: 4-color spot print

Background colors: Black

Never light or white (or outer edge won't show)

*Only for use when full-color printing is not available

A bold and powerful message deserves
bold and powerful typography.

GOTHAM ULTRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

GOTHAM MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

GOTHAM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

GOTHAM BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

GOTHAM LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

*Font can be purchased from Hoefler & Frere-Jones at <http://typography.com>

TYPOGRAPHICAL HIERARCHY



LEVEL 1: MAIN HEADLINE

The dominant graphic anchor of this campaign is the headline. It must be the most prominent copy on the page. The headline expresses the primary topic or idea of a piece, spread or reveal.

Typeface: Gotham Ultra

Style: Uppercase ONLY

Color: Knocked out to white from black background with key stat, word, or phrase in primary color

LEVEL 2: SUBHEAD

Pays off main headline with detail or introduces and divides major sections.

Typeface: Gotham Ultra

Style: Uppercase ONLY

Color: Knocked out to white from black background with key stat, word, or phrase in primary color (where appropriate)

LEVEL 3: CALL TO ACTION

Explains response device.

Typeface: Gotham Bold

Style: Upper Case with URL "DELL.COM" capitalized and the "/XxxxxxXxxxx" is set in upper and lowercase.

Color: Knocked out to white from black background with URL or phone number in primary color choice

LEVEL 4: QUOTES

A quotation cited from an authoritative source.

Typeface: Gotham Book

Style: Upper/lower

Color: Knocked out to white from black background



TYPOGRAPHICAL HIERARCHY



LEVEL 5: BODY COPY

The main text of a piece of communication.

Typeface: Gotham Bold

Style: Upper/lower

Color: Black, white, or single primary color choice (color must remain consistent throughout the piece or program)

LEVEL 6: PRODUCT NAME, CONFIGS, PRICING

Specific product information.

Typeface: Gotham Book/Bold (all weights)

Style: Upper/lower

Color: Black, white, or single primary color choice (color must remain consistent throughout the piece or program)

LEVEL 7: REQUIRED PARTNER TAG LINE (Dell recommends...)

Partner approved tag lines.

Typeface: Gotham face (weight determined by partner legal requirements)

Style: Determined by partner legal requirements

Color: Determined by partner legal requirements

LEVEL 8: BIRDSEED

Legal copy.

Typeface: Gotham Book

Style: Upper/lower

Color: Designer may choose color that best minimizes text

The advertisement is for the Dell Latitude D630 Notebook. It features a dark background with a glowing blue wave pattern. A laptop is shown in the center. The text is arranged in a hierarchy, with annotations 1 through 8 pointing to specific elements. Annotation 1 points to the Dell logo. Annotation 2 points to the headline 'THINK OF IT AS A PITBULL FOR YOUR DATA'. Annotation 3 points to the sub-headline 'Latitude™ D630 Notebook Starting at \$849'. Annotation 4 points to the tagline 'We Believe: It is essential that your key information be up-to-date and secure. So we developed the Latitude D630 Notebook. It's RoadReady™ durability, smart security and optional next-generation Wireless-N WiFi let you work office-free and worry-free.' Annotation 5 points to the text 'LEARN HOW DELL SIMPLIFIES SECURITY AT DELL.COM/Simplify OR CALL 800.300.3000'. Annotation 6 points to the Dell logo. Annotation 7 points to the text 'Dell recommends Windows Vista® Business'. Annotation 8 points to the fine print at the bottom.

7 Dell recommends Windows Vista® Business

6 Latitude™ D630 Notebook Starting at \$849

5 We Believe:
It is essential that your key information be up-to-date and secure. So we developed the Latitude D630 Notebook. It's RoadReady™ durability, smart security and optional next-generation Wireless-N WiFi let you work office-free and worry-free.

8 LEARN HOW DELL SIMPLIFIES SECURITY AT
DELL.COM/Simplify OR CALL 800.300.3000

Font Exceptions

GOTHAM IS NOT YET AVAILABLE FOR THE FOLLOWING LANGUAGES, SUBSTITUTE FONT LISTED BY LANGUAGE.

Greek: Arial Black (Headline) Arial Regular / Arial regular Italic (Body Copy)

Russian: Arial Black (Headline) Arial Regular / Arial regular Italic (Body Copy)

Hebrew: Arial

Arabic: Arial

APJ Master: Gotham Bold / Gotham Medium. Arial Black / Arial Medium

China: Gotham Bold / Medium. Arial Black / Bold

Taiwan: Gotham Bold / Medium. Arial Black / Bold

Hong Kong: Gotham Bold / Medium. Arial Black / Bold

Japan: Gotham Bold / Medium. Arial Black / Bold

Korea: Gotham Bold / Medium. Arial Black / Bold

Thailand: Gotham Bold / Medium. Arial Black / Bold

TYPOGRAPHICAL HIERARCHY

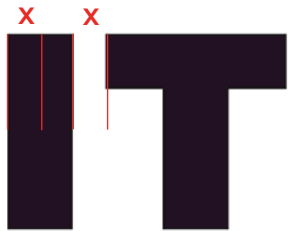


Treatment Of The Acronym IT

IT must never have periods.

- **HEADLINE & SUBHEAD COPY USAGE:** IT must be upper case. The kerning should be increased to create a slightly larger space between the I and T, to differentiate the acronym IT from the word it. The space is equal to the half width of the “I” in IT.
- **BODY COPY USAGE:** In upper and lower case body copy, IT is capitalized. Kerning should not be increased.
- **CALL TO ACTION COPY USAGE:** IT must be upper case. The kerning should be increased to create a slightly larger space between the I and T, to differentiate the acronym IT from the word it. The space is equal to the width of the “I” in IT to accommodate for the font weight.

HEADLINE & SUBHEAD COPY USAGE



BODY COPY USAGE



CALL TO ACTION COPY USAGE



INCORRECT USAGE



PARTNER LOGO TREATMENT



Applicable partner logo size requirements
and hierarchies still apply.

A vertical advertisement graphic for Dell/EMC. The top half has a dark background with the quote "DELL AND EMC...BEST REPUTATION FOR PRODUCT QUALITY" in large, bold, green letters. Below the quote is a small line of text: "Hesse Energy Software (April 2007) / Bristol-Lansing, NY Client Services". In the center is a photograph of a Dell EMC storage server rack. Below the photo is a paragraph of text: "Dell/EMC brings you the performance and reliability you need in a storage solution. Our systems are easy to deploy, manage, and upgrade so your IT team can spend less time on maintenance and more time on big ideas." At the bottom, it says "SIMPLIFY IT BY CALLING (877) 671-3355 OR VISITING DELL.COM/EMC". The Dell logo is in the bottom right corner, and the Dell/EMC logo is at the very bottom. A green vertical bar runs along the right edge of the advertisement.

**“DELL AND
EMC...BEST
REPUTATION
FOR PRODUCT
QUALITY”**

Hesse Energy Software (April 2007)
Bristol-Lansing, NY Client Services

Dell/EMC brings you the performance and reliability you need in a storage solution. Our systems are easy to deploy, manage, and upgrade so your IT team can spend less time on maintenance and more time on big ideas.

SIMPLIFY IT BY CALLING (877) 671-3355 OR VISITING DELL.COM/EMC

DELL | EMC

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PARTNER LOGO TREATMENT



Applicable partner logo size requirements and hierarchies still apply.

SIMPLIFYING IT

EqualLogic is fundamentally changing the way customers think about purchasing and managing storage. Built on the company's breakthrough storage virtualization architecture, the PS Series combines an intelligent, automated framework with a fault-tolerant hardware architecture to offer rapid deployment, enterprise quality performance and reliability, simplified storage management, and transparent SAN expansion.

THE PS SERIES...
Supports a broad range of operating systems:

- Microsoft® Windows®
- Novell® NetWare®
- Red Hat® Enterprise Linux®
- SUSE® Linux Enterprise
- Unix
- See Solaris®
- Linux®
- HP-UX
- AIX®
- Mac OS® X
- IBM AIX®
- VMware® ESX

PROVIDES PRIMARY AND SECONDARY STORAGE TO A WIDE VARIETY OF APPLICATIONS:

- Microsoft Exchange
- SQL Server
- Web Servers
- File Servers
- ERP Systems
- Oracle Database
- Oracle Collaboration Suite
- CRM
- Sybase
- Lotus Notes
- Online Learning Portals
- Streaming Video Servers
- Voice over IP
- Building Surveillance Systems
- Student Information Systems
- PACS
- Teleconferencing & Billing Systems
- Accounting Systems
- Digital Media Archives
- Virtual Servers
- Backup & Restore

WORKS IN PRODUCTION ENVIRONMENTS ACROSS A BROAD RANGE OF INDUSTRIES:

- Finance
- Government
- Education
- Healthcare
- Media
- Retail
- Manufacturing
- IT Services
- Energy
- Engineering
- Construction
- Legal Services
- Biotechnology
- ADP/HR

SIMPLIFY STORAGE AT
DELL.COM/EqualLogic

Dell is a trademark of Dell Inc. ©2006 Dell Inc. All rights reserved. EqualLogic, EqualLogic, and Simplifying Storage are trademarks or registered trademarks of EqualLogic, Inc. Other trademarks and product names may be used without permission. All trademarks are the property of their respective owners.

INTELLIGENT ISCSI STORAGE ARRAYS

PS SERIES

DELL EQUALLOGIC

PARTNER LOGO TREATMENT



**PAY UP TO
72% LESS
FOR YOUR
BUSINESS
INTELLIGENCE**

Dell® and Microsoft® can help reduce the cost and complexity of Business Intelligence. Our systems are quick to install, easy to manage, and built with standard components that work with what you already use – all for up to 72% less per terabyte than the competition.*

SIMPLIFY YOUR IT AT DELL.COM/SQL

AMD
Binary Choice

*72% cost based upon a comparison of list prices of types of Business Intelligence offerings from leading hardware manufacturers versus Dell/Microsoft combined offerings. Base hardware system configured with 4.5 TB of hard storage, standard application software, and Business Intelligence server software. Dell is a trademark of Dell Inc. ©2007 Dell Inc. All rights reserved.

PARTNER LOGO TREATMENT



**TRY OUT
SQL SERVER 2008
FOR FREE**

WITHOUT INSTALLING A THING



MICROSOFT SQL SERVER 2008 BETA PREVIEW

Dell, MaximumASP, and Intel have partnered to bring you an advance preview of Microsoft® SQL Server™ 2008, absolutely free. Try out real-world data online in a secure, hosted environment—you don't have to download or install a thing—and your feedback will influence the final version.

YOU'LL DISCOVER THE POWERFUL FUNCTIONALITY OF SQL SERVER 2008:

- Run mission-critical applications with high security, reliability, and scalability
- Reduce the time and costs required to develop and manage your data infrastructure
- Preview powered by Dell™ PowerEdge™ 2950 servers with multi-core Intel® Xeon® processors and Dell/EMC Storage

GET STARTED AT SQLSERVERBETA.COM

SIMPLIFY YOUR DATABASE AT DELL.COM/sql



Dell is a trademark of Dell Inc. ©2007 Dell Inc. All rights reserved.

Movement and Momentum

Graphic elements may be used as designer and creative director see fit. Do not limit yourself to these graphic elements.

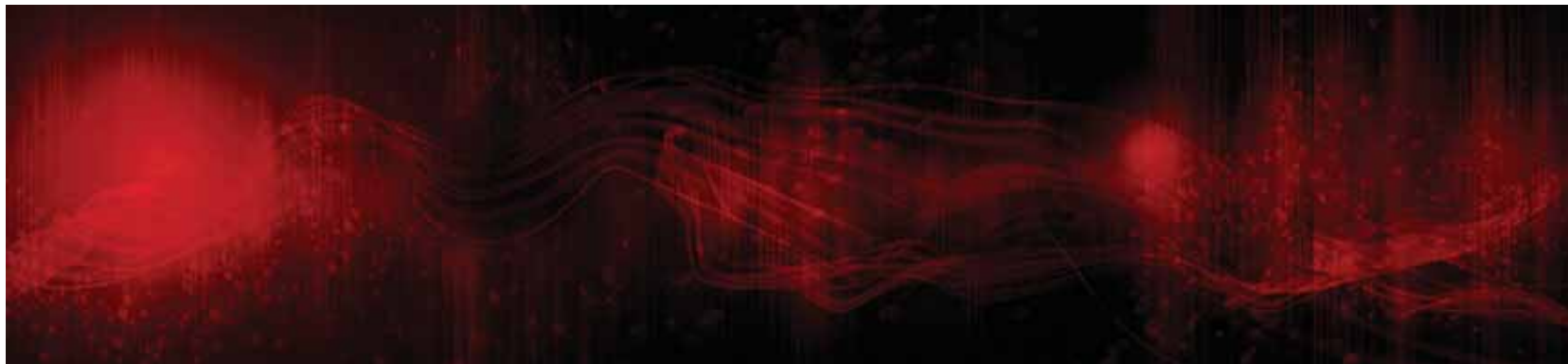


GRAPHIC WAVE



AMPLITUDE

SOFT
BEAT



RHYTHM PULSE

LOUD
BEAT

Product is hero. Photographed with contrast and dramatic lighting, conveying the boldness and confidence of the Dell brand.

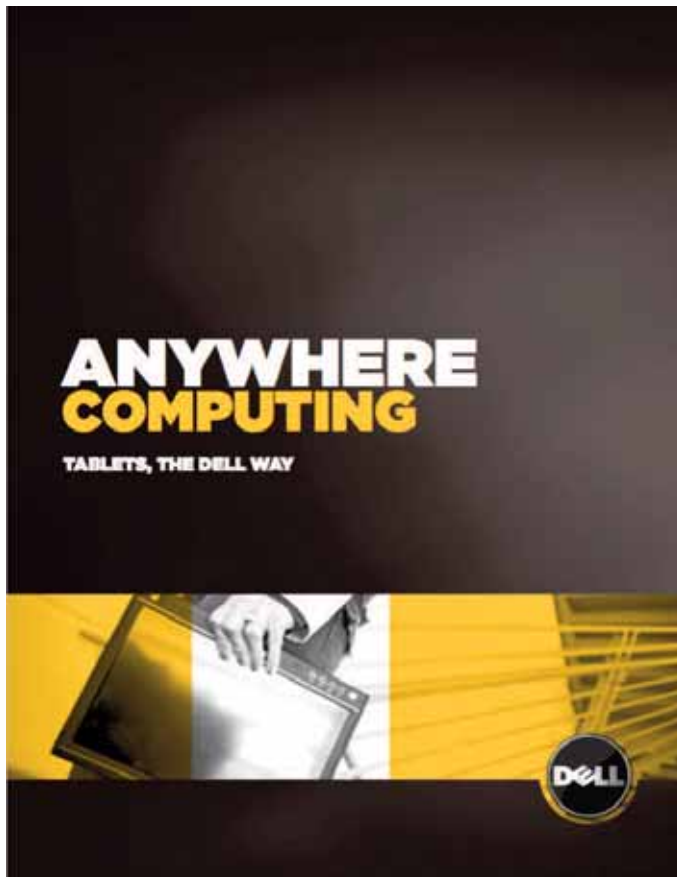
Lifestyle photos should tell a story, being candid, engaging, and above all real. In short, no cheesy stock photography.

Dell people are real, not models. They come in all shapes, sizes, races, and genders. They are the people who use our products.

LIFESTYLE PHOTOGRAPHY



This approach focuses on a captured moment in time with the emphasis on the interaction with product. The most important part of the image is highlighted by removing the accent color in that area. The photography and its' cropping, including the environment is clean and streamlined for a bold graphic look.



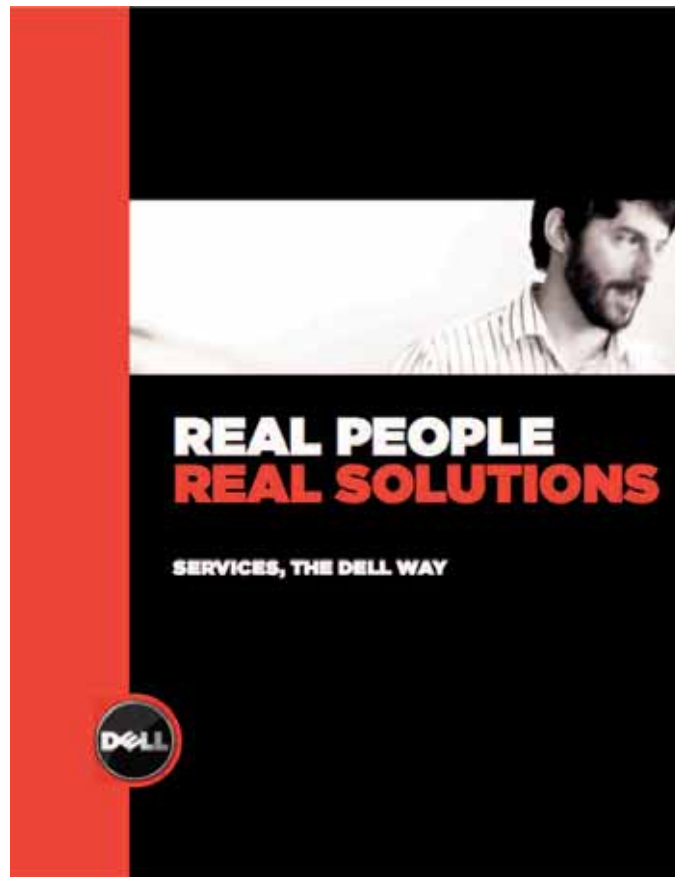
This approach uses dramatic cropping and black and white photography layered over an accent color to enhance the intensity and boldness of the imagery. The individuals are removed from any specific context, meaning they could be customers or Dell staff, and relatable to a wide range of viewers-but the humanity and emotion comes through loud and clear.



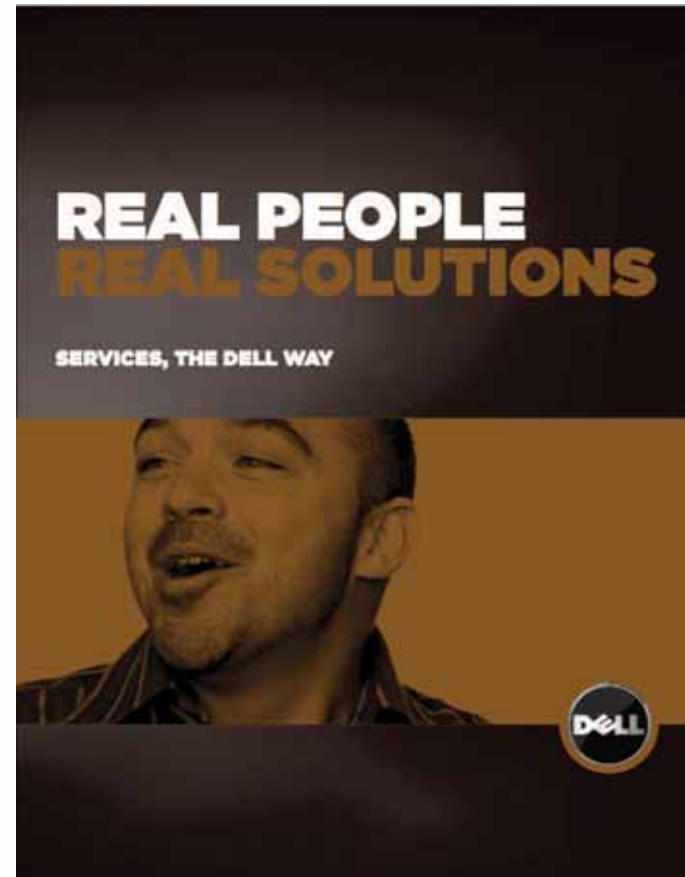
LIFESTYLE PHOTOGRAPHY



This approach focuses on captured moments in time using individuals without environments. The use of high contrast black and white photography without accent colors creates a sophisticated/editorial feel that tells more of a story.



The focus is always on individuals. The use of photography in these pieces reinforces that attitude-bold close-ups of individual people with distinctive personalities. Layering high contrast black and white over the accent colors grabs the viewers attention. The visuals theme is always humanity. This approach communicates the end benefit of working with Dell: Simplified solutions to your problems.



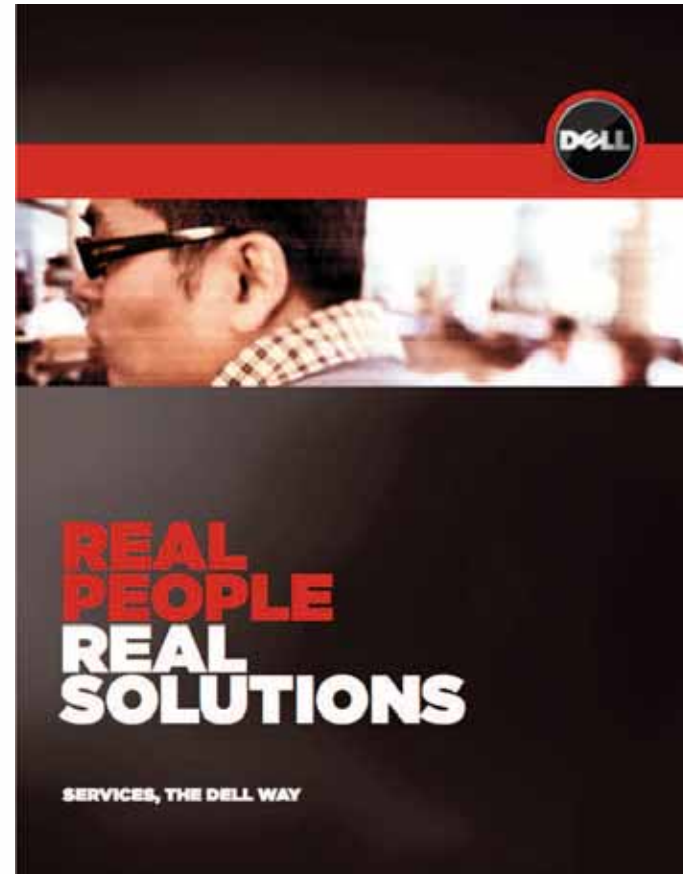
LIFESTYLE PHOTOGRAPHY



In this approach, dramatic cropping enhances the intensity and immediacy of the imagery. The individuals are removed from any specific context but the humanity and emotion always comes through loud and clear. The photography is used 4/color with the dominant color matching the accent color. The mix of soft focus keeps the attention on the individual.



This approach brings the individual and the environment together using 4/color photography. Allowing for environment enables a bigger story to be told but keeping it soft and high contrast keeps the focus on humanity. The photography should encompass a dominant accent color to be matched in the layout. A gritty texture can be added (as shown here) when an edgier approach is appropriate.



PRODUCT PHOTOGRAPHY



Product photography should highlight product features with dramatic lighting, surface reflections, and should overall make the product look as desirable as possible.

DESKTOPS



NOTEBOOKS



PRODUCT PHOTOGRAPHY



SERVERS

Strong highlights
to define the
product against
black background

Lighting to highlight
product features



Strong highlights
to define the
product against
black background

Lighting to highlight
product features



Reflective effect
to create depth

DESIGN HIERARCHY



1. HEADLINE

Bold, all-caps, color highlight, no periods at end of headline

2. PRIMARY IMAGE

Product is hero

3. ENVIRONMENT

Dimensional background, colored band

4. MAIN COPY

Direct and concise

5. CALL TO ACTION

Driving the point home

6. SIGNATURE

Wave, pulse, Dell badge

7. COLOR USAGE

Color can be used to highlight elements of headline and copy. Do not use red to highlight numbers. Do not use color to highlight names of competitors.



One primary accent color per produced item.

Multiple colors for use in longer communications is acceptable.

All colors must print at 100%. Tints are not permissible for color band or highlight of headline. Tints are acceptable for use in complex graphs or charts.

There is no color designation by LOB or solution.

PRIMARY PALETTE



DELL BLUE BLACK WHITE NEUTRAL LIGHT NEUTRAL DARK METALLIC GOLD



CMYK

C- 100
M- 43
Y- 0
K- 0

RGB

R- 0
G- 102
B- 204

PANTONE

300C



CMYK

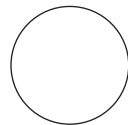
C- 0
M- 0
Y- 0
K- 100

RGB

R- 30
G- 30
B- 30

PANTONE

BLACK 3C



CMYK

C- 0
M- 0
Y- 0
K- 0

RGB

R- 250
G- 250
B- 250

PANTONE

WHITE 1C



CMYK

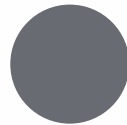
C- 5
M- 3
Y- 4
K- 8

RGB

R- 213
G- 214
B- 210

PANTONE

COOL GRAY 2C



CMYK

C- 29
M- 23
Y- 16
K- 51

RGB

R- 116
G- 118
B- 120

PANTONE

COOL GRAY 9C



CMYK

C- 37
M- 23
Y- 87
K- 7

RGB

R- 162
G- 145
B- 70

PANTONE

GOLD 872C

RED ORANGE YELLOW GREEN BLUE BROWN RUBY



CMYK

C- 0
M- 93
Y- 95
K- 0

RGB

R- 213
G- 43
B- 30

PANTONE

485C



CMYK

C- 0
M- 45
Y- 95
K- 0

RGB

R- 255
G- 110
B- 0

PANTONE

1375C



CMYK

C- 0
M- 27
Y- 100
K- 0

RGB

R- 234
G- 171
B- 0

PANTONE

124C



CMYK

C- 54
M- 7
Y- 79
K- 21

RGB

R- 106
G- 150
B- 59

PANTONE

7490C



CMYK

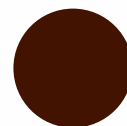
C- 60
M- 29
Y- 0
K- 0

RGB

R- 106
G- 173
B- 228

PANTONE

659C



CMYK

C- 29
M- 78
Y- 91
K- 78

RGB

R- 130
G- 92
B- 38

PANTONE

4625C



CMYK

C- 7
M- 100
Y- 65
K- 32

RGB

R- 152
G- 30
B- 50

PANTONE

201C

**“RHYTHM IS
SOMETHING YOU
EITHER HAVE
OR DON'T HAVE,
BUT WHEN YOU
HAVE IT, YOU HAVE
IT ALL OVER!”**

— ELVIS PRESLEY

SEGMENT IDENTIFIERS



intel
Core 2
Duo
Dual-core.
Do more.

HARD WORK IS EASIER WITH THE RIGHT HARDWARE

WE BELIEVE. To complete the job, you need the complete package. And getting it is simple with Dell. We provide expert assistance with a Dell Point-of-Sale specialist. Simply check out with the OptiPlex 742 featuring the reliable performance of an Intel® Core 2 Duo Processor and customized with additional optional solutions that work for you. From 1GB memory to 160GB hard drive to the software to put it all in order.

Dell Point-of-Sale Solution
Complete with the complete package:
• Intel® Core 2 Duo Processor
• 1GB memory (expandable to 4GB)
• 160GB hard drive (expandable to 320GB)
• 24x DVD burner
• 24x CD burner
• 24x SuperMulti DVD burner
• 24x SuperMulti DVD burner
• 24x SuperMulti DVD burner
• 24x SuperMulti DVD burner

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SMALL BUSINESS

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DELL

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- 40% less cost than the IBM DS3300
- Designed specifically for small and medium businesses
- Simpler deployment and management for non-IT experts
- Utilizes existing Ethernet network
- Scales up to 15TB - without hidden charges
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STORAGE IBM CAN'T BEAT

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A BETTER BUILT SEARCH APPLIANCE



**HOW DELL SIMPLIFIED
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3X FASTER SETUP

DELL POWEREDGE 1955 BLADE SYSTEM	VS	HP BLADESYSTEM C-CLASS
2 BOXES		78 BOXES
SETUP: 1 hour, 5 minutes, 45 seconds		SETUP: 3 hours, 34 minutes, 15 seconds




**DEPLOYMENT TIME
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ROBUST SECURITY

Dell offers exceptional encryption solutions to protect against internal and external threats with an industry-first combination of:

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- Secure Hardware Encrypting HDD
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Available on select Dell Latitude notebooks.
Secure your data and your peace of mind with Dell.

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CREATIVE SNAPSHOT



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Dell technology and services are designed, customized and streamlined just for small business. So you get exactly what you need and nothing you don't. Just another way Dell simplifies your small business.

Features Intel® Core™2 Duo Processor, allowing you to work with reliability and results.

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CREATIVE SNAPSHOT



Dell recommends Windows Vista® Business.



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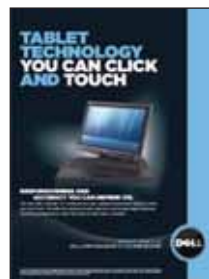


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WALL TEST



ONLINE ADS



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YOUR SPECIFICATIONS



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ONLINE ADS

Four vertical advertisement banners for Dell, each featuring a customer's headshot and a testimonial. Each banner includes the text "DELL HELPED A CUSTOMER...", a specific benefit, a "LEARN HOW" link, and the Dell logo at the bottom.

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▶ LEARN HOW
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DELL HELPED A CUSTOMER...
...SAVE 5 WEEKS OF WORK ANNUALLY
▶ LEARN HOW
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...RECOVER FROM A MAJOR DISASTER
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DELL

DELL HELPED A CUSTOMER...
...CUT ENERGY COSTS BY 66%
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ONLINE ADS



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BIOTECH
DISCOVERY**



**ACCELERATING
MODELING AND
SIMULATION**



**ENSURING
MOBILE
SECURITY**



**EMPOWERING
ENTERPRISE
VIRTUALIZATION**



**DELL™ SIMPLIFIES IT
ACROSS THE LIFE
SCIENCES LIFECYCLE**
▶ SIMPLIFY YOUR IT



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Headlines: 3 lines max
Subheads: 2 lines max

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Soft Beat

Layered Product Photography
(backstage lighting), reflections

Headlines & Subheads:
Gotham Black, All Caps
Split Color Highlighting

Call To Action:
Gotham Bold

FONT USAGE - MLB EXAMPLE

Translation may not be correct



Headlines & Subheads: Call To Action:
Gotham Black, All Caps Gotham Bold
Split Color Highlighting

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Look inside. ↓



56

SPEC SHEET



DELL POWEREDGE R200 SERVER



The Dell® PowerEdge® R200 server delivers affordable performance to power web and infrastructure applications for organizations of any size.

BACK DENSE, FLEXIBLE PERFORMANCE

Customer growth has opened the need for space-efficient server facilities without support for applications without taking up valuable space. The PowerEdge R200 server's compact design and web-based management mean that you can pack the right amount of power into a small form factor.

Featuring the Intel® Xeon® Processor E3110 Series Processor, the PowerEdge R200 enables you to experience the benefits of processor technology. The technology continues to be advancing, even with a single processor chip for excellent performance and power efficiency. It is ideal for running multiple applications and multi-threaded web server instances of today's software applications.

To enhance the system's processing capability, the PowerEdge R200 server supports the Intel Core i3™ Series processor, which offers a general-purpose processor with a reasonable value. You can also choose the Intel Core i5™ Series Processor (Dual-Core or Quad-Core) processor for complex tasks such as file and print applications.

SCALABILITY FOR FURTHER FLEXIBILITY AND INVESTMENT PROTECTION

The PowerEdge R200 server is designed to be able to grow as your needs grow and as technology evolves. The new high-performance E3110 Series™ architecture delivers flexibility and investment protection. The PowerEdge R200 has a choice of two tiers — one with a dual-core processor and two with a quad-core processor. The PowerEdge R200 has a choice of two tiers — one with a dual-core processor and two with a quad-core processor. The PowerEdge R200 has a choice of two tiers — one with a dual-core processor and two with a quad-core processor.

Additionally, the server supports up to 16GB of ECC DDR3 memory and is able to support 84GB applications, so that you can easily take advantage of the speed and performance of the server. The server also supports up to 16GB of ECC DDR3 memory and is able to support 84GB applications, so that you can easily take advantage of the speed and performance of the server.

EASY MANAGEABILITY AND DELL SERVICE OPTIONS

Support with a complete suite of online management tools, the PowerEdge R200 server helps you get the most out of your IT resources. Dell's iDRAC™ software, which you can use to configure your PowerEdge server components and hardware, is also helpful in monitoring system health and status. Dell's iDRAC software, which you can use to configure your PowerEdge server components and hardware, is also helpful in monitoring system health and status.

"The Dell PowerEdge R200 server is a great choice for organizations of any size. It offers a great combination of performance, flexibility, and investment protection. The server is easy to manage and the Dell service options are excellent. I highly recommend the Dell PowerEdge R200 server to anyone looking for a reliable and scalable server solution."

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For the PowerEdge R200 server help and information, visit www.dell.com or call 1-800-451-4242.

DELL IT INFRASTRUCTURE SERVICES

Dell's IT Infrastructure Services are designed to help you get the most out of your IT resources. Dell's IT Infrastructure Services are designed to help you get the most out of your IT resources. Dell's IT Infrastructure Services are designed to help you get the most out of your IT resources.

For more information on Dell's IT Infrastructure Services, visit www.dell.com or call 1-800-451-4242.

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SIMPLIFY YOUR NETWORK AT DELL.COM/Services

For more information on Dell's IT Infrastructure Services, visit www.dell.com or call 1-800-451-4242.



SOLUTIONS GUIDE



Dell Commercial Windows 7™ Business

THE WORLD'S MOST SECURE COMMERCIAL NOTEBOOKS

ROBUST SECURITY

Dell offers exceptional protection solutions focused around internal protection threats. The industry-first combination of:

- Dell's Security Best Practices
- Secure Hardware Encrypting HDD
- Secure System Configuration Management Solution

Secure your information and your assets of mind with Dell's available on select Latitude D-Series notebooks.

To learn more about Dell notebooks, see page 11.

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SOLUTIONS GUIDE FOR BUSINESS

CONSOLIDATE WHILE IMPROVING PRODUCTIVITY

REDUCE DESKTOP SOFTWARE ISSUES UP TO 80%
p. 14

5 WAYS YOU CAN SIMPLIFY IT

IMPROVE DATA CENTER PERFORMANCE BY UP TO 250% WITH NO INCREASE IN FACILITY POWER REQUIREMENTS
p. 34

Call 866-646-6715 or visit DELL.COM/CorpSolutions

TAKE THE COMPLEXITY OUT OF IT

As customers avoid the worst struggles in the IT challenge, they tell us one thing consistently—it's too complex. It's taking what's power the business, but is bogged by complexity, legacy and proprietary technology.

What is the result of this complexity? Today, most companies spend around 70% of their IT budget on maintenance – just keeping things running – and leave only 30% for doing new initiatives.

Complexity needs to end... really. In fact, we're working to simplify IT by removing cost and complexity at every level of IT from the building to the data center.

With this, we believe companies spend on infrastructure maintenance so you can get your best and brightest people on new initiatives that drive your business.

Simplify is to us at Dell. Dell revolutionized the PC industry and now we're applying the same ideas to all levels of IT. We did it once with IT infrastructure, and we can show you how to do this again.

Michael J. Dell
Chairman of the Board and Chief Executive Officer
Dell Inc.

SIMPLIFY YOUR IT AT DELL.COM/CorpSolutions OR BY CALLING 866-646-6715

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SOLUTIONS GUIDE

10/10/09

SMALL BUSINESS CATALOG



DELL BUSINESS
SOLUTIONS FOR SMALL AND MEDIUM BUSINESS

"EXACTLY WHAT SMALL BUSINESSES HAVE NEEDED FOR YEARS"
— KIMMYOTT/STAMPAL, DELL CUSTOMER, 5/15/07

VOSTRO 1400 NOTEBOOK
With 2GB DDR2 SDRAM*
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See p. 5. *Up to 8GB supported.

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ValueJet color laser printer
— Dell 1320c Laser Printer, October 2007
ONLY \$199
with any system purchase.
See p. 5.

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Dell recommends Windows Vista® Business.

100% READY FOR BUSINESS
Help increase your uptime with Dell technology — proven to handle the workload, day in and day out. Because business-readiness is built into everything we offer.

BUSINESS-PROVE-SOLID DESIGN
Dell® Latitude® notebooks are built to withstand the rigors of the road and office.
• RoadReady™ durability design
• Strike Zone™ (red area with built-in shock absorbers to help protect your data)
• Reinforced magnesium alloy construction for added durability
• Light-resistant sealed notebooks
See p. 12.

"PRICE, VALUE AND DURABILITY"
— LATITUDE6400, 5/15/07

RECOVER NETWORK 4E
Your server network — set, protected, and available. Dell performs diagnostic tests on every server deployed. It's just one part of our mission to increase your confidence in the technology behind your business.

"EXACTLY WHAT SMALL BUSINESSES HAVE NEEDED FOR YEARS"
— KIMMYOTT/STAMPAL, 5/15/07

DURABILITY PUT TO THE TEST
Dell notebooks go through up to 13,000 hours of rigorous testing before they're ready for your business.
• Extreme heat, cold, and vibration
• Extreme drop, vibration, and battery testing
• Repeatable component challenges (hinges, bezels, keyboard, and touchpad)
• Repeated exposure tests for static shock, dust, and other forms of abuse

SUPPORT YOUR BUSINESS CAN TRUST
Dell strives to build great systems that work when you need them. When challenges do arise, new Dell ProSupport is always available to give you fast access to North American-based phone technicians. See p. 6.

OFFERS VALID 2/7 - 3/5/08 unless otherwise noted.

SMALL BUSINESS CATALOG



Dell recommends Windows Vista® Business.

BUSINESS 

100% READY FOR BUSINESS

Help increase your uptime with Dell technology — proven to handle the workload, day in and day out. Because business-readiness is built into everything we offer.

RUGGED, ROCK-SOLID DESIGN

- RoadReady™ durability design
- Strike Zone™ hard drive with built-in shock absorbers to help protect your data
- Reinforced, magnesium-alloy construction for added durability
- Spill-resistant sealed keyboards

See p. 12.

"PRICE, VALUE AND DURABILITY"

— LATITUDEDEED, 9/15/07

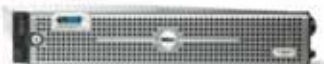


LATITUDE D630

PROVEN NETWORK MANAGEMENT

Your server network — secure, protected, and available. Dell performs diagnostic tests on every server deployed. It's just one part of our mission to increase your confidence in the technology behind your business.

POWEREDGE 2850



*This device has not been approved by the Federal Communications Commission. Because this device is unlicensed, it may cause interference with radio communications and is not recommended for use in the operation of FCC Part 15 equipment.

4

*See p. 23 for important details.



OPTIPLEX 740

#1 IN CORPORATE IT SERVICE AND SUPPORT

— TIR Q3 2007

TRUSTED TECHNOLOGY

The built-in reliability of OptiPlex™ business desktops is designed to enhance productivity and reduce downtime. It's just one of the reasons OptiPlex is trusted by IT professionals and end-users alike. See p. 16.

DEPENDABLE DATA STORAGE

Dell is one of the fastest-growing global storage vendors, with a newly expanded portfolio of products and services focused on helping you store, manage, and protect your data. For more than 20 years, Dell has been helping small business by offering secure, reliable, and tailor-built storage solutions.

For more information about Dell servers and storage solutions, see p. 24-27.



POWERVAULT NF600

SUPPORT YOUR BUSINESS CAN TRUST

Dell strives to build great systems that work when you need them. When challenges do arise, new Dell ProSupport is always available to give you fast access to North American-based phone technicians. See p. 8.

Source: Technology & Analytics Research Group's Supply Metrics and Customer Satisfaction Study. Rankings: November 2007.

OFFERS VALID 2/7 - 3/5/08 unless otherwise noted.

DELL BUSINESS 5

SMALL BUSINESS CATALOG



DELL BUSINESS
SOLUTIONS FOR SMALL AND MEDIUM BUSINESS

Offers valid 2/7 - 3/5/08
unless otherwise noted

NEW DELL BLADES FOR SIMPLE SERVER MANAGEMENT



NEW M0000
Blade server chassis
See p. 7 for details.

NEW LATITUDE™ XT
Thin and light
convertible tablet
See p. 6.

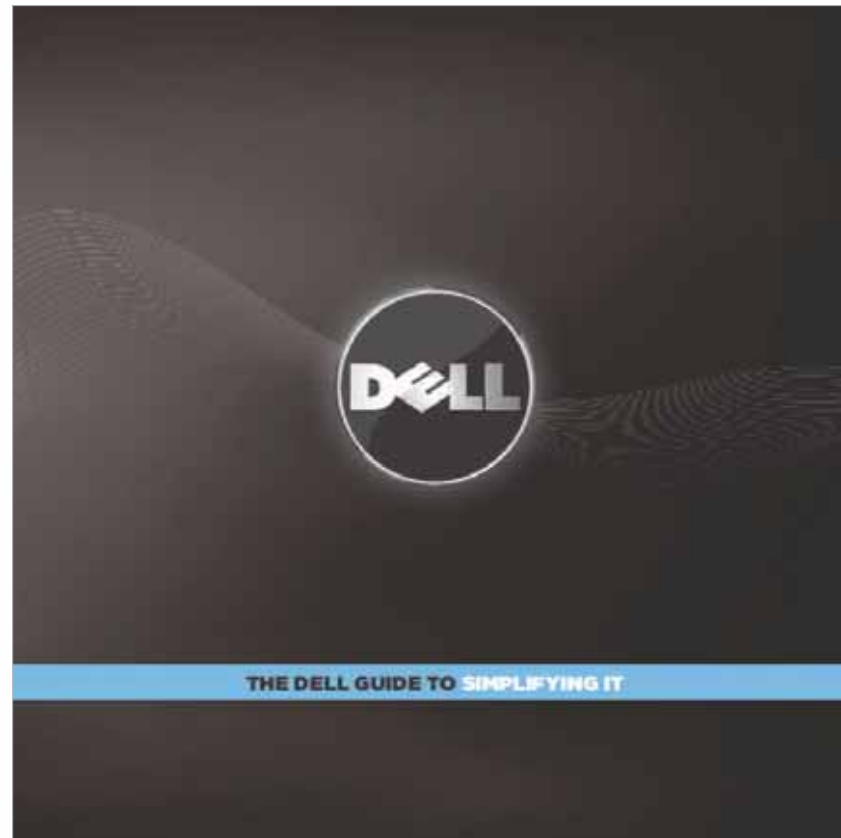


LATITUDE D531
With Dual-Core Processor and 9-cell battery
See p. 3.

HOW
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BROCHURES





GOOGLE

THE GOOGLE SEARCH APPLIANCE BRINGS GOOGLE'S POWERFUL SEARCH CAPABILITIES INSIDE COMPANY FIREWALLS. IT INSTANTLY INDEXES AND RETRIEVES INFORMATION, ALL THROUGH A SECURE AND USER-FRIENDLY INTERFACE.

CHALLENGE
Google required extensive hardware customization, a single point of contact and fulfillment, and high product quality to bring the Google Search Appliance to their customers.

SOLUTION
Dell's OEM Industry Solutions Group modified the Dell PowerEdge 2900 server to form the foundation for the Google Search Appliance. They also provided a single source of sales and technical expertise, customer fulfillment, and worldwide regulatory compliance capabilities.

BENEFITS*

- Substantial savings due to lower operating costs and fewer service calls.
- Customer experience is improved by helping Google meet service-level agreements.
- The proven PowerEdge platform is customized into a product that fits the unique Google style.

"With a total service solution from Dell, we've been able to remove complexities for our staff. That's one-stop shopping—who wouldn't love that?"

— **AIDYMAR BIGIO**
Manufacturing and Operations Manager, Google*



CHALLENGE

Arcadis needed to replace its existing data storage system. With data kept on separate servers divided among individual business units, there were challenges around scalability, business continuity, and management efficiency.

SOLUTION

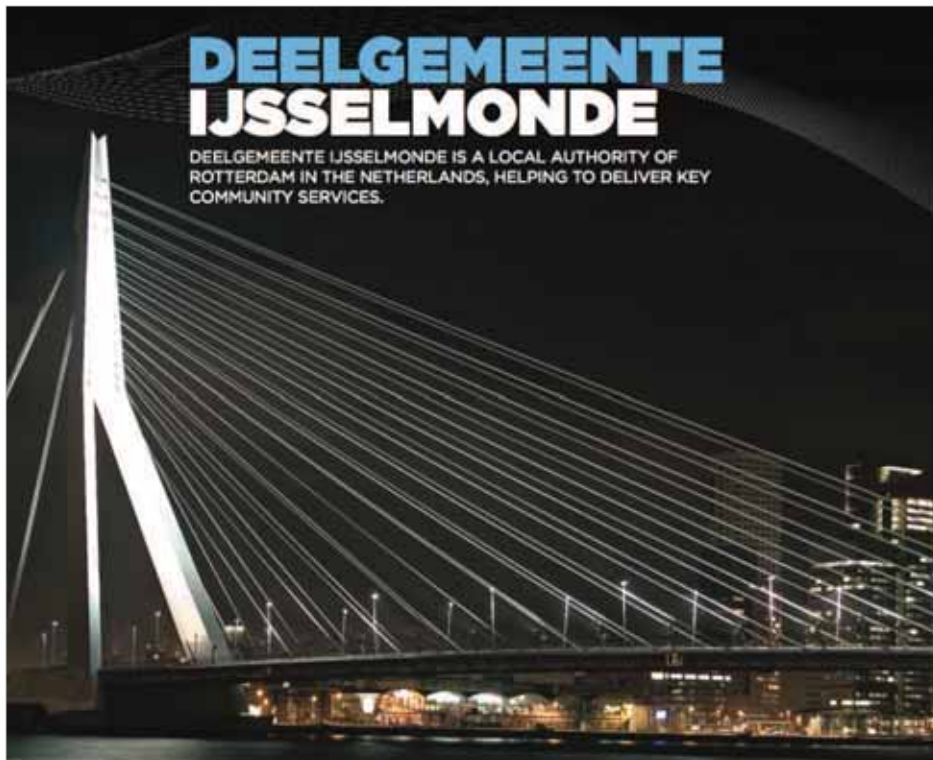
Dell helped Arcadis implement a Storage Area Network complete with VMware® virtualization technology, and EMC SnapView® for point-in-time data copies.

BENEFITS*

- Excellent Storage Area Network scalability ensured that Arcadis can meet increasing data-storage demands cost effectively.
- Ease of management maximized operational efficiencies within the IT department.
- Improved data backup supported greater business continuity.

"We first made a thorough assessment of the market. In the end, we opted for Dell/EMC due to the technology and quality of service. We had a good feeling about Dell/EMC right from the first contact."

— JOHN DAHAEZE
Systems Manager, Arcadis®



**DEELGEMEENTE
IJSSELMONDE**

DEELGEMEENTE IJSSELMONDE IS A LOCAL AUTHORITY OF ROTTERDAM IN THE NETHERLANDS, HELPING TO DELIVER KEY COMMUNITY SERVICES.

CHALLENGE
Deelgemeente IJsselmonde added a new server to run each new application, which led to server sprawl. They needed to consolidate their server environment and find a trusted supplier to provide optimum services.

SOLUTION
Acting as a single point of contact, Dell implemented a virtual server environment on PowerEdge 2950 servers. A storage solution also provided a backup system, enabling faster recovery during the day.

BENEFITS*

- IT employees saved 25% of their time managing equipment.
- Virtualization reduced the number of physical servers required by 50%.
- The pay-as-you-grow scalable enterprise model helped the IT department control its computing costs.

"Dell has provided us with great consultancy services plus a very resilient solution. And, what's more, we've doubled our computing capacity while halving our server footprint."

— RONALD DUIFFS
Head of IT, Deelgemeente IJsselmonde*

*This is an example of a regional version

EDUCATE WITH CONFIDENCE

Integrating technology into the classroom experience can be a challenging task for some teachers and administrators. That's why Dell offers a wide range of professional development resources to help train educators to successfully use classroom technology.

EXTENSIVE PROFESSIONAL DEVELOPMENT OPTIONS

Our learning plans are focused on one thing: helping transform the culture of teaching for the new century. To accomplish this, we offer a variety of professional development options that utilize industry best practices, help promote faculty collaboration and encourage ongoing assessment and evaluation.

Realizing that educators have a wide range of technology experience and busy schedules, our professional development resources are available in targeted learning plans. Our approach also takes into consideration different

learning styles, helping ensure that educators have learning options that are engaging, stimulating and produce worthwhile results.

As with any approach to learning, our professional development measures the effectiveness of our courses. This can give teachers and administrators a real-time assessment of the progress they've made and, as a result, show the impact they can have on a student's learning environment.



TEACHING TOOLS, GUIDANCE AND MORE

Created specifically to help teachers and administrators fully utilize classroom technology, the Dell Online eXchange offers access to:

- 25+ online courses focused on integrating technology into the curriculum
- 20+ workshop Web sites with helpful training resources
- 60+ teacher tools, including best-practice strategies, lesson plans and rubrics aligned to district standards
- 1,000+ standards-based projects, lessons and resources for a technologically enhanced classroom

ADVANCE YOUR K-12 LEARNING ENVIRONMENT AT
DELL.COM/K12/HeadoftheClass

TOUGH UNDER PRESSURE

Nothing can interfere with learning and teaching quite like nonfunctioning technology. Even though we've engineered our Latitude™ notebooks to deliver the durability and reliability today's classrooms demand, technical malfunctions and mishaps are unavoidable.



12 | Support Services

"DELL IS MORE THAN A TECHNOLOGY VENDOR. THEY ARE AN EDUCATIONAL TECHNOLOGY RESOURCE FOR K-12 ORGANIZATIONS."

— JULIE HALL
TECHNOLOGY COORDINATOR,
MINNETONKA SCHOOL DISTRICT



SUPPORT SERVICES KEEP SOLUTIONS RUNNING

Fortunately, Dell offers an extensive range of support services to get your notebooks running as soon as possible. With three-year support standard for all Latitude notebooks, you get access to 24x7 phone and online support plus Next Business Day On-Site service.* You also get access to remote assistance functionality via our powerful online tool, DellConnect™. Through a standard broadband connection, Dell IT technicians access your computer, diagnose the problem and then take the necessary steps to repair it.

Gold Technical Support provides expert technical support when rapid problem resolution is necessary — **with an average response time of 2 minutes or less.** In addition, CompleteCare™ Accidental Damage Service† covers most repairs and replacements for accidental damage, drops and spills.

We also make it easy to manage or change images throughout your school or district. ImageDirect, with a simple, Web-based interface and icon-driven functionality, offers a secure way to create, load and manage custom images.



ADVANCE YOUR K-12 LEARNING ENVIRONMENT AT
DELL.COM/K12/HeadOfTheClass

*See p. 15 for important information.

CO-OP ADVERTISING




Dell recommends Windows Vista® Business.




THINK OF IT AS A PITBULL FOR YOUR DATA

WE BELIEVE:
It is essential that your key information be up-to-date and secure. So we developed the Latitude D630 Notebook. It's RoadReady™ durability, smart security and optional next-generation Wireless-N WiFi let you work office-free and worry-free.




Latitude™ D630 Notebook
Starting at
\$849




1-800-XXX-XXXX | dell.com/WeBelieve

Dell recommends Windows Vista® Business.




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Latitude™ D630 Notebook
Starting at
\$849

1-800-XXX-XXXX | dell.com/WeBelieve



*Pending Intel Approval.

BLACK AND WHITE



**300%
FASTER
SETUP**



**SIMPLE. RAPID
DEPLOYMENT
THE COMPETITION
CAN'T BEAT**

SIMPLIFY YOUR DATA CENTER AT DELL.COM/Simplify

The advertisement features a black server rack with multiple bays, shown from a three-quarter perspective and reflected on a glossy surface. The text is arranged in a clean, modern layout with a mix of bold and regular weights. A vertical black bar runs along the right edge of the ad, and the Dell logo is placed at the bottom right.

GLOBAL COMMUNICATION



DELL RECOMMENDS WINDOWS VISTA® BUSINESS

**0% OLD STOCK
100% HUGE DEALS**

This year, don't settle for anything less than an incredible deal on a built-to-order, Vista solution. Leave the buying of old stock to others. Order from Dell and you'll get tailored package that's ideal for mixing work and pleasure, backed by expert service and support, packed with innovative features like optional Wi-Fi for desktops and crystal clear TrueLife™ screens for notebooks. If you're looking for simplicity, reliability and great value, look no further.

SAVE UP TO £XXX
ONLY VALID UNTIL 31/03/08 ON selected Dell systems

VOSTRO 300ST
Advanced features and the power of Intel® Core™2 Duo in a compact form factor.

LEASE IT FROM £499 PM*
24 months
£499 £499
3048MB RAM & FREE DELIVERY!

VOSTRO 300ST
Advanced features and the power of Intel® Core™2 Duo in a compact form factor.

LEASE IT FROM £499 PM*
24 months
£499 £499
3048MB RAM & FREE DELIVERY!

24 MONTHS LEASING AT NO EXTRA COST

Call xxxx xxx xxxxx or visit dell.co.uk/b2b

29.5% APR*

McAfee® PROTECT+™ KILLDESKTOP™ BY MCAfee™ DELL™

BE SMART. LEASE IT.
SPECIAL 24 MONTHS LEASING OFFER AVAILABLE

SMALL & MEDIUM BUSINESS
FEBRUARY 2008

**24/7 SUPPORT
AVAILABLE NOW**

**GET OUR NEW ULTIMATE
24/7 PROSUPPORT FOR
ONLY £XXX EXTRA**
WEAR YOUR OWN HAT

VOSTRO 1500
All-round mobility with Intel® Core™2 Duo performance. See page XX.

• Intel® Core™2 Duo processor dual (3.0 GHz, 6MB, 660MHz)
• Genuine Windows® XP Home Edition (32-bit)
• 20GB 7200 RPM SATA hard drive
• 2GB DDR2 RAM (max 8GB)
• High resolution Intel® Graphics (1000MHz)
• 15" LCD (1600x1200) with 16:10 aspect ratio
• 1 Year Hardware service (incl 24/7 ProSupport) included

£499
24 months lease
£499 £499

24/7 SERVICES
24/7 ProSupport
See page XX

FROM £XX PM*
24 months
£XX £XX

FREE SHIPPING
ON INDIVIDUAL SYSTEMS WITH
TOTAL VALUE ABOVE XXX EXCL. VAT

**DESKTOPS FROM
£249**
See page XX

CALL 0000 000 0000 OR VISIT dell.co.uk/b2b

GLOBAL COMMUNICATION



STAUNCH SUPPORT IS OUR ENTERPRISE

Global customers select the Dell Global Support team for the sole reason that Dell has more than 2000 offices in a vast global network of service centers. Dell's Global Support team is the largest in the world, with more than 10,000 support engineers and technicians. This global network of support engineers and technicians is the reason that Dell is the most reliable and most responsive support organization in the world.

24x7 Responsive Technical Support
With 24x7 responsive technical support, Dell has established a reputation for being the most reliable and most responsive support organization in the world. This reputation is the result of Dell's commitment to providing 24x7 responsive technical support to its global customers.

On-site and Remote Technical Support
Dell's Global Support team provides on-site and remote technical support to its global customers. This support is provided by a team of highly trained and experienced support engineers and technicians who are available 24x7 to provide technical support to Dell's global customers.

Fact: In October 2007 Dell's Global Services team received the SSPA STAR Award in the category of service excellence in mission-critical hardware support.*

READ MORE ON DELL.XL/Service



Dell ensures that in any case, anywhere in the world, we will have a person providing technical support within one hour.*

- WILLY RAMPF
Managing Director, Global Support, Dell

Fact: Dell® PowerEdge™ 2950 two-socket Intel®-based servers can provide up to 44% more performance, 37% more performance per watt, and a 95% price/performance advantage over HP ProLiant DL585 servers.*



INTELLIGENT MACHINES THAT KEEP THEIR COOL

Energy Smart is the answer
Dell® PowerEdge™ Intel®-based, multi-core rack-optimized blade servers deliver outstanding performance per watt. And Energy Smart reduces server power consumption through the combination of Intel® Energy Efficient processors, highly efficient power supplies, intelligent memory modules, and the Dell built-in order advantages, which allows BIOS settings for higher energy efficiency to be preconfigured in our factory.

PowerEdge™ 1950

1-socket, Intel® Xeon® Dual-Core 5500 Server
The PowerEdge 1950 is ideal for edge of network, infrastructure, and mission-critical server and high-performance computing (HPC) applications.

PowerEdge™ 2950

2-socket, Intel® Xeon® Dual-Core 5500 Server
The PowerEdge 2950 offers a balance of server performance and energy density. Perfect for network infrastructure applications such as web hosting, database and application consolidation, the PowerEdge 2950 delivers the performance customers need with the energy efficiency demanded for growing applications. It's the perfect balance available in a rack-mountable 2U form factor.

PowerEdge™ 1955

1-socket, Intel® Xeon® Dual-Core 5500 Server
The PowerEdge 1955 offers a balance of server performance and energy density. Perfect for network infrastructure applications such as web hosting, database and application consolidation, the PowerEdge 1955 delivers the performance customers need with the energy efficiency demanded for growing applications. It's the perfect balance available in a rack-mountable 2U form factor.

MORE INFORMATION ON DELL.XL/Energy

GLOBAL COMMUNICATION



**VOSTRO KÜMMERT SICH UM DIE IT
WÄHREND SIE SICH UM DAS GESCHÄFT
KÜMMERN**

vostro

- 30-Day Money Back Guarantee
- Up to 17" HD Widescreen
- 24/7 Remote Dell FixIT™
- Up to 4 year warranty



NEU Vostro Notebooks	NEU Vostro Desktops
Vielseitige Mobilität, schon ab	Gut ausgestattet, schon ab
599 €	369 €

1-800-XXX-XXXX | dell.com/SmallBusiness



**VOSTRO HANDLES IT
WHILE YOU HANDLE
BUSINESS**

vostro

- 30-Day Money Back Guarantee
- Up to 17" HD Widescreen
- 24/7 Remote Dell FixIT™
- Up to 4 year warranty



NEW Vostro Notebooks	NEW Vostro Desktops
Versatile mobility, starting at:	Nicely equipped, starting at:
\$599	\$369

1-800-XXX-XXXX | dell.com/SmallBusiness



OUT OF HOME ADVERTISING



OUT OF HOME ADVERTISING

The advertisement features a dark blue background with a glowing blue vertical bar on the left. A large Dell logo is on the left, and three Dell laptops are on the right. The text "96% OF FORTUNE 500 USE DELL" is prominently displayed in the center. At the bottom, it says "SIMPLIFY YOUR MOBILE WORKFORCE AT DELL.COM/Simplify".

**96% OF
FORTUNE
500 USE
DELL**

SIMPLIFY YOUR MOBILE WORKFORCE AT DELL.COM/Simplify

OUT OF HOME ADVERTISING



A vertical advertisement for Dell laptops. At the top is a blue horizontal bar with the Dell logo. Below this, the text "18% LONGER BATTERY LIFE" is displayed in large, bold letters, with "18%" in blue and the rest in white. In the center, three Dell laptops are shown, with the one in the foreground being open and displaying a blue screen. Below the laptops, the text "BATTERY LIFE THE COMPETITION CAN'T BEAT" is written in blue and white. At the very bottom, a small line of text reads "SIMPLIFY YOUR MOBILE WORKFORCE AT DELL.COM/Simplify".



Front
Dell-856
29" x 93 3/4"
1/8" Sintra



Back
Dell-857
34 1/2" x 93 3/4"
1/16" Sintra

EXAMPLES OF THE TOURNAMENT LOGO

A)



B)



C)



**“MUSIC IN THE
SOUL CAN BE
HEARD BY THE
UNIVERSE.”**

— LAO TZU