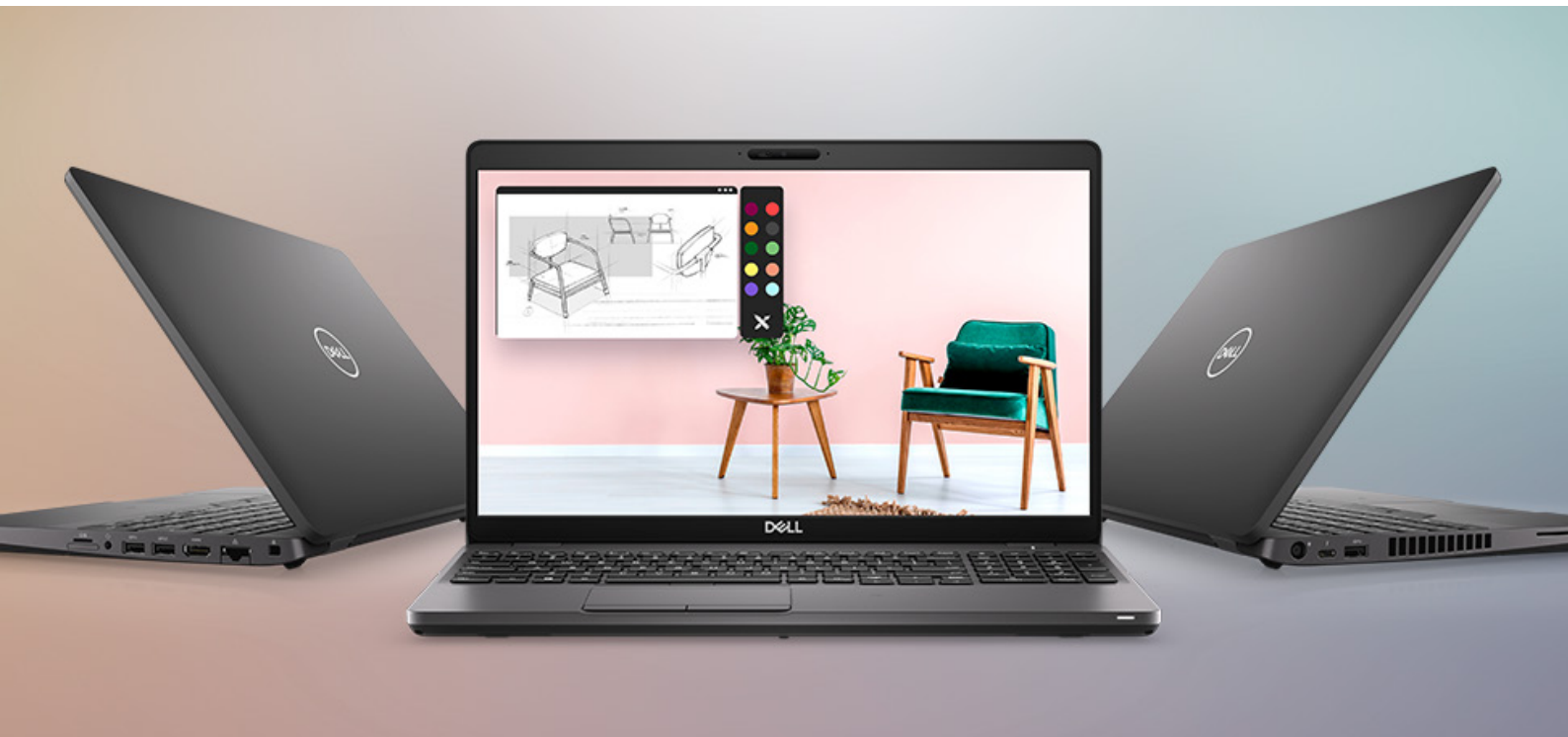




Get a slice of the growing U-Series workstation segment with the new Dell Precision 3540



The U-series workstation market segment is growing rapidly. Now's your chance to jump on the success and boost your sales with the all new Dell Precision 3540, our first workstation with an Intel U-Series processor. Featuring professional grade graphics and ISV certification, it boasts the power of a workstation, but at a price your customers can afford.

Power young innovators with Precision

The promotion of STEM in schools across the world is driving a huge growth in creators across the globe. As [GenZ](#) enters the workforce, these young innovators need access to tools that will give them the results they need when they're designing on applications like AutoCAD™, developing web pages on Dreamweaver® or doing graphics work in Adobe Photoshop® software. They need technology capable of keeping up with their skillset and enabling video-editing on the fly.

These trends have resulted in growth in workstations with Intel U-Series processors – a workstation which helps lay the groundwork for the STEM-minded generations' digital future, so they can be ready for tomorrow. As students pursue their digital future, they need the technology and expertise to make transition simple and to deliver experiences that drive better outcomes.

Our workstations undergo rigorous testing with key software packages like these to ensure that your customers get the experience they need. On top of this, all Dell Precision workstations come with Dell Precision Optimiser, an application that recognizes the software running on the machine and tailors the machines settings to get the most out of the workstation. That means less time spent tampering with settings - the workstation does it all, so your customers can get to work as soon as possible.



Workstation level performance

This machine is no light-weight. It comes packed with a 2GB professional grade graphics card from AMD™, up to 32GB RAM and Thunderbolt connectivity. What's more, the 4-cell 68whr battery features ExpressCharge when paired with our Thunderbolt dock, giving users up to 80% battery charge in an hour.

We also provide a full range of accessories so your customers have the complete set of tools they'll need, including our newly launched Dell UltraSharp 27 Ultrathin Monitor (U2719DC).

Weighing just over 4lb/2kg, the Precision 3540 workstation is light and portable, making it the perfect on-the-go companion. Plus, paired with the Dell Power Bank Plus – USB C, 65Wh, your customers will experience uninterrupted productivity while they're out and about.

Thanks to Dell's PC-as-a-service, your customers can now purchase this entire ecosystem in a managed lifecycle model, giving them the products they need at an affordable monthly payment.

Communicate with Precision

We've created a set of marketing assets that will help you expand your revenue potential by pinpointing the benefits of Dell Precision workstations. All the assets are available for download on the [Digital Marketing Platform](#), where you can add your own personal touch to these marcom assets for deeper engagement.

If you'd like more information about the new Dell Precision workstations, we've got spec sheets and customer presentations available on the [Knowledge Centre](#).

Sell your customers the #1 workstation brand in the world¹ – Dell Precision workstations.

¹ IDC WW Quarterly Workstation Tracker, Q3 2017

