

Dell Inspiron 5000 Series (Intel®) Laptops (14, 15, 17)

Inspiron 5000 Series (Intel) combine impressive design, options and battery life into a sleek, stylish designs starting under 1" thin. Wide range of sizes, available backlit keyboard, FHD touch display, aluminum finish, fast CPUs and graphics allow you to get one just the way you want it.

Who is the target audience?

Consumers who want thin designs with a little more style and options than average in the \$549+ price band. The 14 fits people who carry their systems often & need long battery life. The 15 is great for multi-user households, and the 17 fits multimedia enthusiasts and people replacing a desktop.

Audience need/business problem

The 5000 Series (Intel) customer wants a little more style and technology they won't quickly outgrow. While price is their first consideration, they want to treat themselves a little bit.

5000 Series (Intel) customers spend more than the 3000 Series in order to get thinner design, longer battery life and small indulgences that make the laptop more fun to use (but still allow them to hit their budget sweet spot of price, fun and utility).

The 5000 Series (Intel) is a great solution for this customer need, given its wide range of options and a starting price around \$379 US. Depending on regional assortments, the customer can choose the most basic configurations or variants with touch displays up to FHD 1080p (15 & 17 only), backlit keyboard, faster CPUs, graphics,

Key features & benefits

The 5000 Series (Intel) offers great displays and mobility:

- Pictures and video seem incredibly clear thanks to brilliant display options with touch and resolutions up to FHD 1080p (15, 17 only).
- Roam free longer thanks to great battery life – up to 10 hrs MM12 runtime on the 14 (w/58 WHr battery option; 8:09 on std 43 WHr battery), 7:37 on the 15 and 5:55 hrs on the 17.
- Easier to carry since they're thinner than predecessors – just 22mm on aluminum-clad touch-equipped 14 and 15, and 29.6mm on the 17 with touch.
- Mobility also requires lightness, so these starting at 4.3 lb (14), 4.8 lb (15) and 6.6 lb non-touch. Touch weighs 4.6 lb (14), 5.3 lb (15).
- Upscale options include backlit keyboard, 2GB discrete graphics, 802.11 ac wireless and Hybrid Hard Drive (HHD).



Reasons to believe

The 2014 Inspiron 5000 Series (Intel) got thinner and lighter than last year:

- New design removes the DVD drive on the mobility-focused 14 and versatile all-around 15 inch system. The 14 or 15 may be configured as Ultrabooks (subj. to regional availability) too.
- Since many people buy 17s to replace a desktop (taking up less space & cleaning up the study) or to do multimedia-intensive work, it still comes with a DVD drive, huge screen and 10-key numeric keypad.

Offering these features & options in this price band is rare – usu. have to spend much more...

- Aluminum feels nice to the touch & looks premium.
- Backlit keyboard spoils you for anything less once you've used one – easy to work in low-light environments.



Qualification questions

How frequently do you plan to carry this laptop around? Several times a day = 14 or 15 (vs. "never" being a 17 candidate).

Do you edit videos or work on large spreadsheets or presentations that require a very high-resolution screen?

- Yes → 15 or 17 (both offer FHD 1080p screen for highly-detailed work)
- No → 14 (no FHD option – HD only) or upsell to 7000 Series / XPS

Are you the only person who would be using this laptop?

- No → 15 or 17 Yes → 14 (Multi-user households tend to buy a 15 or 17.)

Do you enjoy little touches like a backlit keyboard option and aluminum finish on your laptop? (Yes = 5000s / No = 3000s)

What price range are you looking to spend?

- \$699 - \$999 = 7000 Series
- \$379 - \$849 = 5000 Series
- < \$549 = 3000 Series

Would you prefer a laptop with a built-in DVD, or a thinner, lighter laptop without built-in DVD?

- DVD: 17 5000 Series (or a 3000 Series 14/15)
- No DVD: the 14/15 5000 Series

Cross sell up sell

Optional 2GB discrete graphics can speed up edits to videos, photos and make game playing more enjoyable (higher frame-per-second screen refresh rate, more realism to graphics like leaves / grass blades blowing when the racecar drives by them).

With available 802.11ac WiFi, you'll enjoy faster downloads and longer range from your WiFi router – so you'll stay connected with what and who matters to you.



1 - Dell Bluetooth Portable Speaker brings your music to life with a compact, stylish, lightweight wireless speaker with long-lasting rechargeable battery and Bluetooth 4.0 and NFC technologies.

2 - Dell External Optical Disk Drive allows you to enjoy crystal clear color, picture and sound clarity of DVD on your PC. This DVD drive can read/write CD/DVDs disks.

3 - Dell 1TB External Hard Drive frees up your laptop's hard drive space while still allowing you to take your files, photos, and movies securely with you wherever you go.

Americas Best Standard Support includes:

90 Days Premium Phone Support - 24x7 advanced phone support for hardware and software issues (including support for 3rd party software). You can count on us for a great experience and rapid support.

One Year In-home Service after Remote Diagnosis - Have a technician and/or part dispatched to your home following remote diagnosis if the issue is covered by Dell's Limited Hardware Warranty.

Dell Smart Selection



Prebuilt based on customer insights these best-value products are ready to ship in 24hrs.*

Best Claims / config data footnotes

The Inspiron 14 5000 Series has up to 10 hours 1 minute of Mobile Mark 12 battery life* when equipped with Intel® Core™ i5-4210U processor, AMD Radeon™ HD R7 M265 2GB DDR3 graphics memory, 4 GB DDR3L system memory, 500 GB HDD, HD display, 4-cell 58 WHr battery and X17 BIOS, as tested by Dell labs in April, 2014.* Config: MAPLE14M1503_2515

The Inspiron 14 5000 Series has up to 8 hours 9 minutes of Mobile Mark 12 battery life* when equipped with Intel® Core™ i3-4020U processor, Intel® HD Graphics 4400, 4 GB DDR3L system memory, 500 GB HDD, HD display, 3-cell 43 WHr battery and X17 BIOS, as tested by Dell labs in April, 2014.* Config: MAPLE14M1503_2514

The Inspiron 15 5000 Series has up to 7 hours 37 minutes of Mobile Mark 12 battery life* when equipped with Intel® Core™ i5-4210U processor, AMD Radeon™ HD R7 M265 2GB DDR3 graphics memory, 4 GB DDR3L system memory, 500 GB HDD, HD display, 3-cell 43 WHr battery and X17 BIOS, as tested by Dell labs in April, 2014.* Config: MAPLE15M1503_2609

The Inspiron 17 5000 Series has up to 5 hours 55 minutes of Mobile Mark 12 battery life* when equipped with Intel® Core™ i3-4020U processor, Intel® HD Graphics 4400, 4 GB DDR3L system memory, 500 GB HDD, HD+ display and 4-cell 40 WHr battery, as tested by Dell labs in March, 2014.* Config: CEDAR171503_2402

*in select countries only

