

New Dell Model Branding ^[1]

April 28, 2025 by [Staff](#) ^[2]

CU's strategic partner Dell has announced their new generations of laptops and desktops, including significant updates to the naming conventions for these new devices. This change is designed to simplify product lines and make it easier for customers to choose the right device for their needs.

As new products become available, Dell will streamline its product names into three main categories: **Dell**, **Dell Pro**, and **Dell Pro Max**. These categories will replace the long-used families including Inspiron, Latitude, Precision, and XPS. The new Dell categories include:

Dell: This category includes devices designed for everyday use, such as play, school, and work. It encompasses what was previously known as Inspiron.

Dell Pro: These devices are tailored for professional-grade productivity, replacing the Latitude and Precision lines.

Dell Pro Max: This category represents our highest-performing devices, offering premium features and capabilities, taking over from the XPS line.

Each category will be further divided into tiers based on features and performance expectations including, **Base** for essential performance and productivity, **Plus** for the most scalable performance, and **Premium** representing the most mobile and “design-forward” features.

Examples of New Naming Convention:

Dell Pro Max Plus: The ultimate professional-grade devices designed to deliver peak performance for the most demanding applications and AI workflows – Similar to the previous [Precision 7000](#) series.

Dell Pro Plus: Versatile and powerful devices designed to meet the needs of professionals who require advanced features and robust performance. Similar to the previous [Latitude 5000](#) series.

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