

Displays: New Model ID Taxonomy

New models lunching from CY 2025

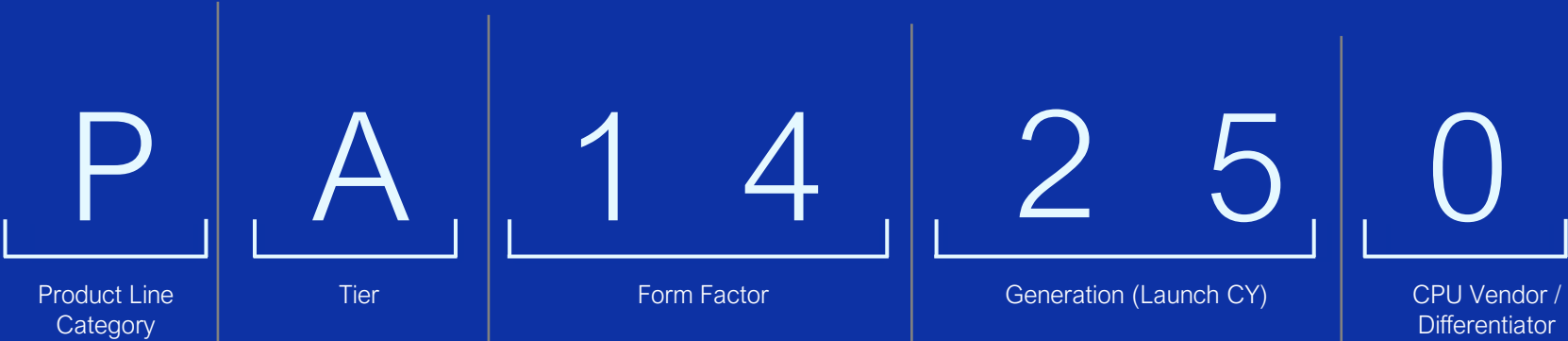
Based on future CY25 Marketing Name: *Dell Pro 24 Plus QHD USB-C Hub Monitor*
(Current CY24 Commercial example: Dell 24 Monitor – P2423DE)



Decoder	Portfolio Position:	Two digits for inch screen	Calendar Year of RTS	D = QHD H = FHD K = 6K / 8K Q = UHD S = Standard W = Ultrawide (21:9 / 32:9) Blank = 16:10	A = Specs / FW to meet regulatory or legal standards B = Built-In Camera / Mic or Multimedia C = USB-C E = USB-C / TBT with RJ-45 (Ethernet) F = Free Sync G = Gaming M = VGA+DP+HDMI on Dell Pro & VGA+HDMI on Dell S = Low-cost HAS Commercial, or Consumer HAS T = Touch
	U = UltraSharp UP = UltraSharp Premium Color Dell SE - Dell S - Dell Plus Dell Pro E - Dell Pro P - Dell Pro Plus AW = Alienware				

Model Identifier - Taxonomy

Based on future CY25 Marketing Name: *Dell Pro 14 Premium*
(Current CY24 Commercial example: *Latitude 7460*)



Decoder

- Dell**
C - Dell Chromebooks
D - Dell Laptops
E - Dell Desktops
- Dell Pro**
P - Dell Pro Laptops
Q - Dell Pro Desktops
M - Dell Pro Max Laptops
F - Dell Pro Max Desktops
R - Dell Pro Rugged Laptops

- Tiers**
A – Premium (N/A for DT)
B - Plus
C - (base)
- Purpose Built ***
7 – ChengMing
8 – OEM*
9 - Thin Client*

- Laptop/AIO**
2-digit screen size: 10-99
- 2-in-1 / Detachable ***
0 for 2in1 + screen size 2nd digit
00–09
- Desktops**
M1 - Micro 1
M2 – Micro 2
S1 - Slim 1
T1 - Tower 1
T2 - Tower 2
T4 - Tower 4
T6 - Tower 6
R2 - Rack 2U

- NLT DPE, calculate RTO + 3 months, use that CY (Calendar Year) in this field
- Examples:
- RTO target on or before: 9/30/27 = 27
 - RTO target on or after: 10/1/27 = 28

- CPU Vendor**
Designates product as Intel, AMD or Qualcomm. NOT designed to reflect architecture options (N vs N-1) offered in the same year.
0 - Intel
5 - AMD
7 - Qualcomm
- Differentiator**
If there is a need for a different product model ID under same CPU Vendor, use the following:
Intel 2nd product = “1”
AMD 2nd Product = “6”
Qualcomm 2nd Product = “8”

* USE only for standalone offers;
Purpose Built: DO NOT USE for OEM & Thin Client products leveraged from Dell Pro / Max Laptops & Desktops
Form Factor: DO NOT USE '0' Form factor for configurable 2-in-1 display options on Dell Pro Laptops




Our current PC Portfolio Branding

Dell Product Portfolio							
inspiron	XPS	G Series	Vostro	成铭 (ChengMing)	Latitude	OptiPlex	Precision
	9000				9000		
Plus		7000	7000		7000	Plus	7000
(Base)		5000	5000		5000	(Base)	5000
(Entry)			3000	Compute	3000		3000

Framework does not extend to client displays, peripherals and services

The simplest PC portfolio for the AI era

Dell






Designed for
play, school and work


Premium

Plus

Base



Dell Pro






Designed for
professional-grade productivity


Premium

Plus

Base



Dell Pro Max



Designed for
maximum performance

Premium

Plus

Base

