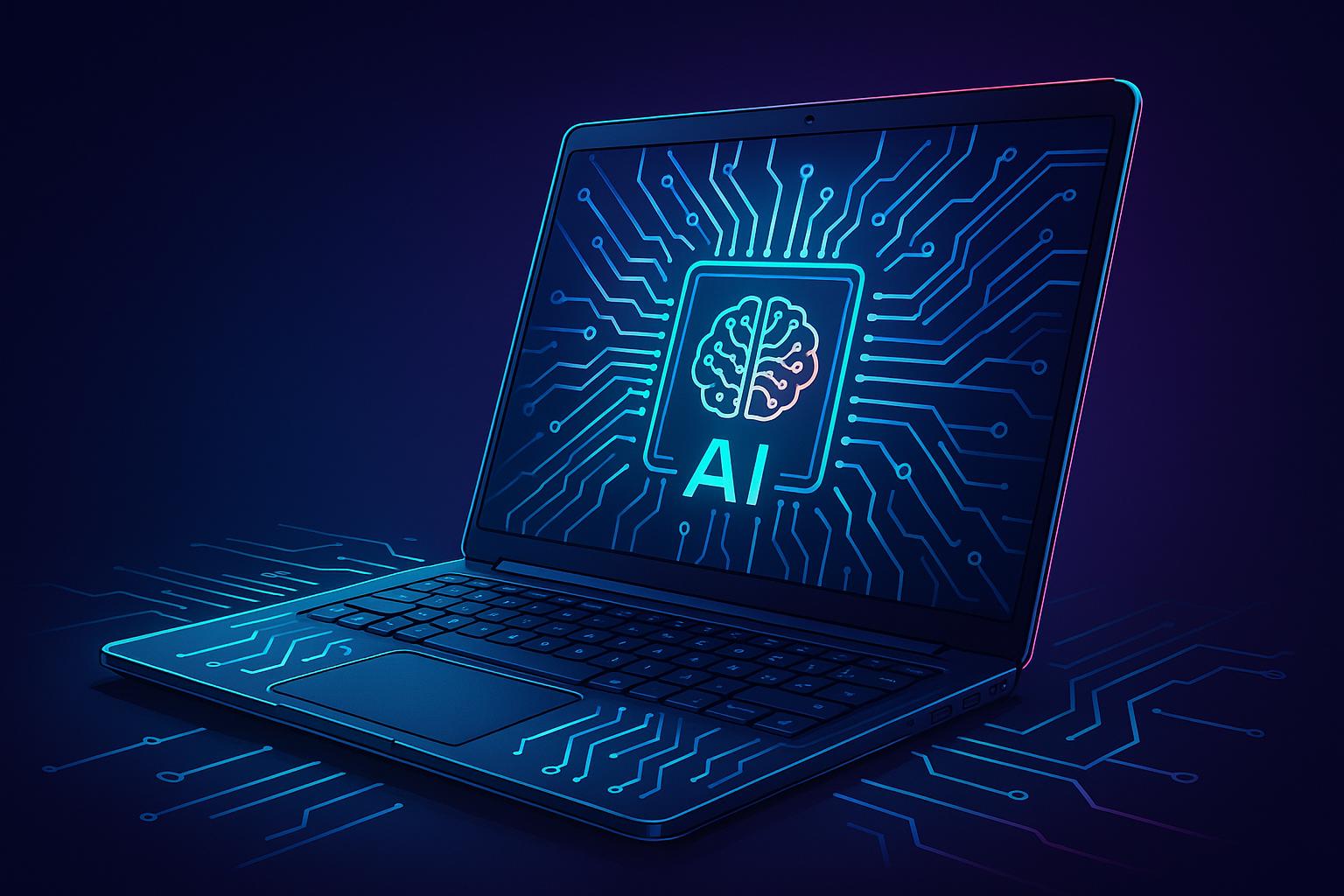
# Dell launches Pro Max Plus laptop with enterprise-grade AI processing for mobile workstations



Dell has recently unveiled its Pro Max Plus laptop, a significant addition to the mobile workstation market that promises to transform productivity through artificial intelligence. Introduced during the Dell Technologies World 2025 event, this laptop is notable for being the first model to incorporate an enterprise-grade discrete Neural Processing Unit (NPU). The device features a Qualcomm AI 100 PC Inference Card, equipped with 32 AI cores and 64GB of memory, designed to efficiently perform complex AI tasks—even when users are on the move.

The emphasis on AI capabilities reflects a broader industry shift where traditional computing meets advanced machine learning. Dell claims that the Pro Max Plus offers robust support for AI engineers and data scientists, enabling them to deploy large models for edge inferencing effectively. With up to 20 petaflops of performance and capabilities to handle models with a trillion parameters, it sets a new benchmark for mobile workstations.

Speaking at the launch, Michael Dell highlighted the change on the horizon as Windows 10 approaches its end of life. He suggested that businesses looking to future-proof their operations should consider investing in AI-driven devices like the Pro Max Plus. “Personal productivity is being reinvented by AI,” Dell asserted, pointing out that the aging PC install base is ready for a replacement driven by AI innovations, positioning Dell as a frontrunner in the commercial AI PC landscape.

The Pro Max Plus is part of Dell's larger strategy to enhance its AI portfolio, which also includes AI Factory solutions developed in partnership with NVIDIA. This suite of tools and services aims to facilitate the seamless deployment of AI technologies across enterprises. The AI Factory initiative has reportedly assisted over 2,000 customers, from startups to hyperscalers, in developing their AI capabilities efficiently.

In addition to the new laptop, Dell unveiled high-performance AI servers powered by Nvidia's Blackwell Ultra chips, designed to meet the soaring demand for AI computing in enterprise settings. These servers enable quicker model training—up to four times faster than previous iterations—offering customizable configurations that can accommodate a substantial number of GPUs. This development underscores Dell's commitment to advancing AI infrastructure while addressing increasing competition within the sector.

The Pro Max series not only targets developers and data scientists but also aims to redefine workflows across various industries. The integration of advanced NVIDIA GPU capabilities, alongside the innovative NPU, allows professionals to run complex training models and basic AI operations interchangeably. Moreover, Dell's Pro AI Studio introduces an integrated development environment that simplifies AI application deployment, significantly reducing timelines for businesses.

Amidst these advancements, Dell has also prioritised sustainability in its product design. The Pro Max lineup incorporates circular design principles, featuring materials that reduce environmental impact and innovations that decrease reliance on cobalt in batteries. Such features resonate well with enterprises striving for sustainable IT practices.

As businesses navigate the complexities of integrating AI into their operations, the Dell Pro Max Plus represents a key tool in enhancing productivity, ensuring that organisations are well-equipped for the challenges ahead. With its unique combination of portability, performance, and advanced AI capabilities, this laptop could very well set a new standard for what mobile workstations can achieve in an increasingly digital and AI-driven world.

## Reference Map:

* Paragraph 1 – [[1]](https://www.techradar.com/pro/dells-super-powered-new-mobile-workstation-has-one-crucial-feature-which-sets-it-apart-from-all-the-competition), [[5]](https://www.dell.com/en-us/blog/pushing-boundaries-driving-ai-innovation-at-every-scale-with-dell-pro-max/)
* Paragraph 2 – [[1]](https://www.techradar.com/pro/dells-super-powered-new-mobile-workstation-has-one-crucial-feature-which-sets-it-apart-from-all-the-competition), [[2]](https://www.itpro.com/hardware/live/dell-technologies-world-2025-all-the-news-and-updates-live-from-las-vegas), [[4]](https://investors.delltechnologies.com/news-releases/news-release-details/dell-technologies-accelerates-enterprise-ai-innovation-pc-data)
* Paragraph 3 – [[3]](https://www.reuters.com/business/dell-unveils-new-ai-servers-powered-by-nvidia-chips-boost-enterprise-adoption-2025-05-19/),
* Paragraph 4 – [[6]](https://www.dqchannels.com/news/dell-introduces-ai-pc-portfolio-with-dell-pro-and-dell-pro-max-8942565)
* Paragraph 5 – [[4]](https://investors.delltechnologies.com/news-releases/news-release-details/dell-technologies-accelerates-enterprise-ai-innovation-pc-data), [[5]](https://www.dell.com/en-us/blog/pushing-boundaries-driving-ai-innovation-at-every-scale-with-dell-pro-max/)
* Paragraph 6 – [[6]](https://www.dqchannels.com/news/dell-introduces-ai-pc-portfolio-with-dell-pro-and-dell-pro-max-8942565)

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## Bibliography

1. <https://www.techradar.com/pro/dells-super-powered-new-mobile-workstation-has-one-crucial-feature-which-sets-it-apart-from-all-the-competition> - Please view link - unable to able to access data
2. <https://www.itpro.com/hardware/live/dell-technologies-world-2025-all-the-news-and-updates-live-from-las-vegas> - Dell Technologies World 2025, held at the Venetian Convention & Expo Center in Las Vegas, highlighted the company's strategic focus on AI, data, and innovation across both sessions. CEO Michael Dell kicked off the event by presenting Dell's expanded AI vision, emphasizing their AI Factory infrastructure and its capacity, detailing a deployment with 110,000 GPUs and massive power and cooling systems. He showcased the role of AI in enhancing productivity through next-gen PCs and data center advancements with PowerStore, PowerEdge, and PowerFlex. Customer testimonials from executives at JPMorgan Chase and Lowe's demonstrated real-world AI applications, while Dell emphasized AI as a collaborative tool, not a replacement for human roles. A key product announcement included Dell Technologies AI Factory with Nvidia 2.0, with Nvidia CEO Jensen Huang contributing via a recorded message. Day two focused on practical implementations and governance of AI initiatives. COO Jeff Clarke discussed Dell's internal AI transformation and highlighted new cybersecurity enhancements for products like PowerStore and PowerScale. Dell also unveiled the compact AI mini PC Dell Pro Max with GB10 and the AI-powered Dell Pro Max Plus laptop. Additional partners like AMD, Intel, and Cohere were recognized, with Cohere CEO discussing secure AI agents. The event concluded with a strong encouragement for enterprises to embrace AI now to stay competitive. ([itpro.com](https://www.itpro.com/hardware/live/dell-technologies-world-2025-all-the-news-and-updates-live-from-las-vegas?utm_source=openai))
3. <https://www.reuters.com/business/dell-unveils-new-ai-servers-powered-by-nvidia-chips-boost-enterprise-adoption-2025-05-19/> - On May 19, 2025, Dell Technologies introduced a new series of AI servers powered by Nvidia's advanced Blackwell Ultra chips, aimed at addressing the growing enterprise demand for artificial intelligence infrastructure. The servers come in air-cooled and liquid-cooled models and can support up to 192 Nvidia Blackwell Ultra chips, with customizable configurations accommodating as many as 256 chips. Dell claims these servers offer AI model training capabilities up to four times faster than their predecessors. Additionally, they will be compatible with Nvidia's upcoming Vera CPUs, successors to the Grace series, and future Vera Rubin chips. Amidst increasing competition and high production costs, Dell is focusing efforts on driving profitability through expanded sales in networking and storage solutions. The company plans to maintain competitive pricing and continue innovating in AI infrastructure. Dell also revealed the 'Pro Max Plus' laptop, equipped with a neural processing unit for local AI model processing, reducing dependence on cloud computing. The launch aligns with broader trends favoring high-performance AI computing platforms and reflects Dell’s commitment to meeting enterprise AI needs. ([reuters.com](https://www.reuters.com/business/dell-unveils-new-ai-servers-powered-by-nvidia-chips-boost-enterprise-adoption-2025-05-19/?utm_source=openai))
4. <https://investors.delltechnologies.com/news-releases/news-release-details/dell-technologies-accelerates-enterprise-ai-innovation-pc-data> - Dell Technologies, in collaboration with NVIDIA, has expanded its AI infrastructure portfolio to accelerate enterprise AI innovation. The Dell AI Factory with NVIDIA adds new AI solutions and services that simplify AI deployment with the industry’s broadest NVIDIA AI Enterprise Infrastructure portfolio. Dell celebrates the one-year anniversary of the Dell AI Factory with NVIDIA, helping over 2,000 customers from startups to enterprises to hyperscalers develop AI factories. Dell Technologies announces broad adoption of the latest NVIDIA innovations, including the NVIDIA Blackwell Ultra platform and NVIDIA AI Data Platform across the industry’s first and only end-to-end enterprise AI solution. ([investors.delltechnologies.com](https://investors.delltechnologies.com/news-releases/news-release-details/dell-technologies-accelerates-enterprise-ai-innovation-pc-data?utm_source=openai))
5. <https://www.dell.com/en-us/blog/pushing-boundaries-driving-ai-innovation-at-every-scale-with-dell-pro-max/> - Dell's Pro Max lineup embodies the union of power and possibility, redefining what's achievable in the world of AI. From high-performance PCs equipped with NVIDIA RTX PRO Blackwell graphics to groundbreaking AI developer systems like the Dell Pro Max with GB10 and GB300, Dell is giving AI innovators the tools to shape the future. The Pro Max portfolio allows for running complex model training as seamlessly as basic AI operations, scaling projects with confidence, and launching ideas into motion without hesitation. Whether creating the next breakthrough or fine-tuning a legacy system, Dell is the trusted partner in unlocking the full potential of workflows. ([dell.com](https://www.dell.com/en-us/blog/pushing-boundaries-driving-ai-innovation-at-every-scale-with-dell-pro-max/?utm_source=openai))
6. <https://www.dqchannels.com/news/dell-introduces-ai-pc-portfolio-with-dell-pro-and-dell-pro-max-8942565> - Dell has introduced its AI PC portfolio with the Dell Pro and Dell Pro Max series, offering tiered solutions for varied enterprise needs. The Dell Pro series is designed for professionals who value portability and streamlined workflows, while the Pro Max series supports more demanding workloads, including AI inferencing and content creation. These systems aim to support organizations in selecting devices based on specific performance and use case requirements, simplifying purchasing decisions. Integrated Development Support with Dell Pro AI Studio introduces a standardized development environment for building and deploying AI applications directly on AI PCs. By using validated tools and leveraging NPU hardware, businesses can reduce deployment timelines by up to 75%, enabling faster experimentation and rollout of AI models tailored to enterprise data. Security and Management Enhancements include enhanced manageability and built-in security features, offering IT teams a unified solution to oversee all Dell Pro devices and peripherals. Dell’s secure supply chain and integrated threat protection features support enterprise resilience and reduce complexity in endpoint management. Sustainability in Focus, Dell’s updated portfolio incorporates circular design principles, including modular USB-C ports and mainboards for improved repairability. Materials such as recycled aluminum and bio-based plastics reduce environmental impact, and battery innovations have significantly reduced cobalt content. Dell also offers services such as asset recovery and PC-as-a-Service to support sustainable IT practices. ([dqchannels.com](https://www.dqchannels.com/news/dell-introduces-ai-pc-portfolio-with-dell-pro-and-dell-pro-max-8942565?utm_source=openai))