

XPS Franchise Page Compact Design

Phase 2 (Graphite & Platinum) - HO

XPS Franchise Schedule

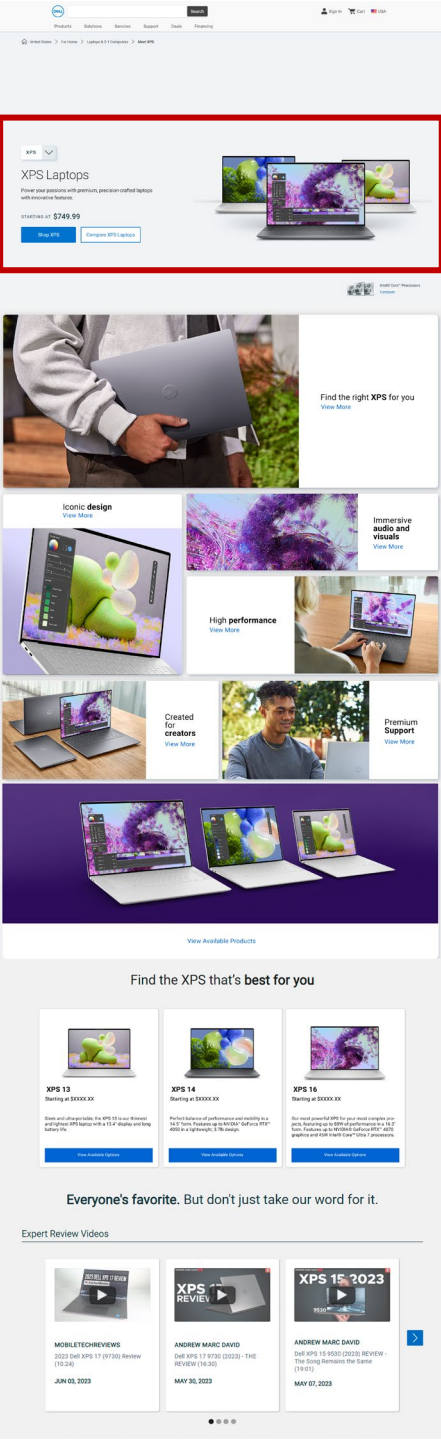
ASSIGNMENT:

Create the XPS Laptops Family Franchise Page

OBJECTIVE:

Refresh the current XPS Laptop Franchise Compact Design page to highlight the new XPS 16, 14 and 13 Laptops.

Phase 2 – Mixed Color



Franchise Page Hero

XPS ▼

XPS Laptops

Power your passions with premium, precision-crafted laptops with innovative features.

STARTING AT **\$749.99**

Shop XPS

Compare XPS Laptops

HL: XPS Laptops

SH: Power your passions with premium, precision-crafted laptops with innovative features.

Starting at \$XXX.XX

CTA: Shop XPS | Compare XPS Laptops

Collapsed Compact Design Modules – Mixed Color

Module 1 Accordion: Find the right XPS for you

Module 2 Accordion: Iconic design

Module 3 Accordion: Immersive audio and visuals

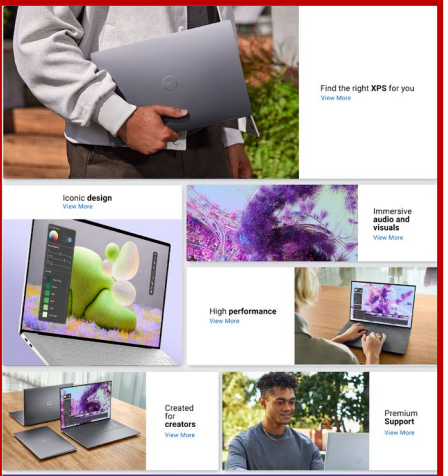
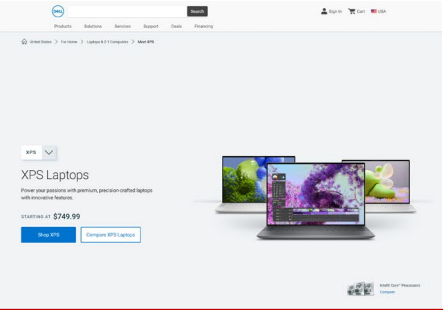
Module 4 Accordion: High performance

Module 5 Expanded/Static: Created for creators

Module 6 Expanded/Static: Premium Support

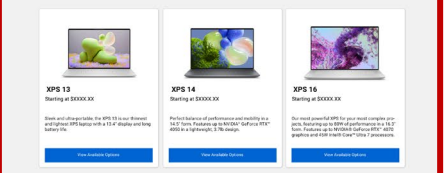
Module 7: Shop Now

Module 8: Find the XPS that's best for you



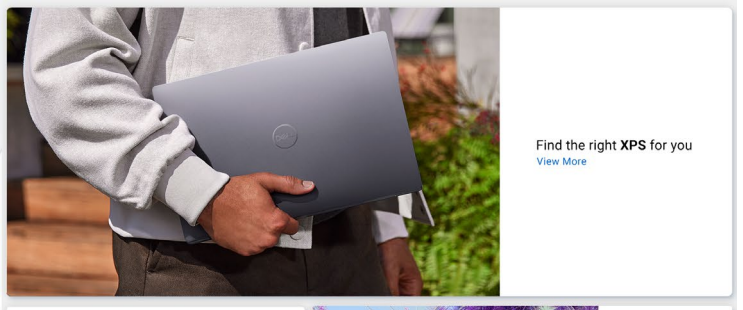
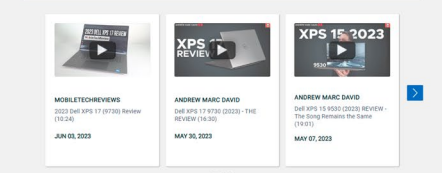
[View Available Products](#)

Find the XPS that's best for you



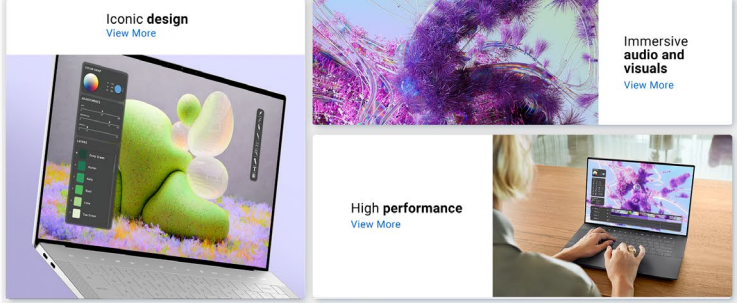
Everyone's favorite. But don't just take our word for it.

Expert Review Videos



Find the right XPS for you

[View More](#)

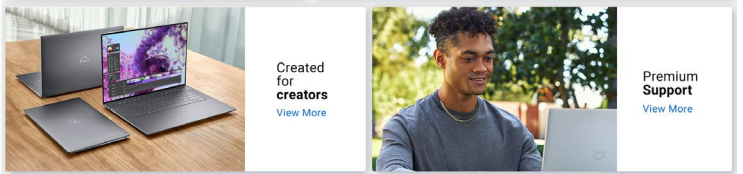


Iconic design

[View More](#)

Immersive audio and visuals

[View More](#)



High performance

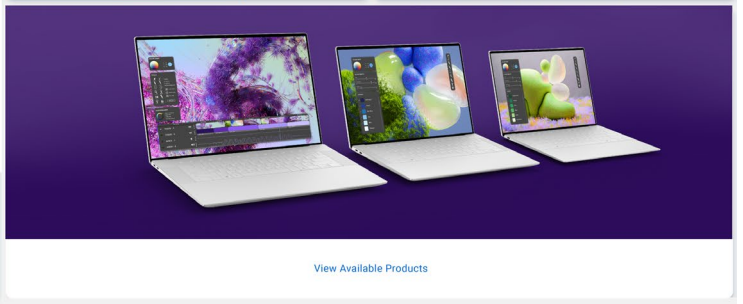
[View More](#)

Created for creators

[View More](#)

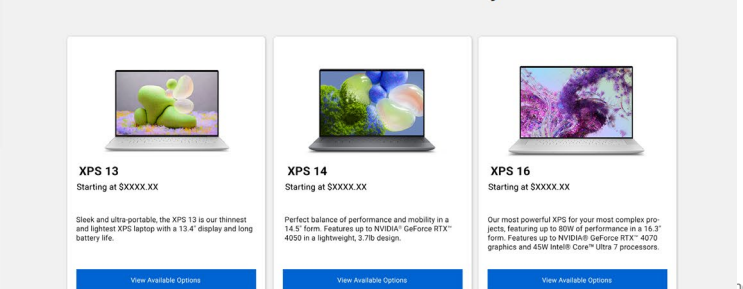
Premium Support

[View More](#)



[View Available Products](#)

Find the XPS that's best for you



XPS 13

Starting at \$XXXXXX

Sleek and ultra-portable, the XPS 13 is our thinnest and lightest XPS laptop with a 13.4" display and long battery life.

[View Available Options](#)

XPS 14

Starting at \$XXXXXX

Perfect balance of performance and mobility in a 14.5" form. Features up to NVIDIA® GeForce RTX™ 4050 in a lightweight, 3.7lb design.

[View Available Options](#)

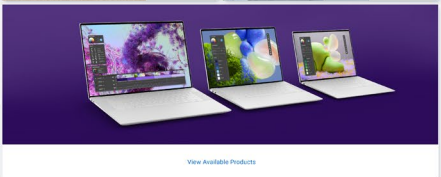
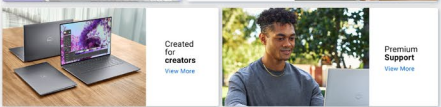
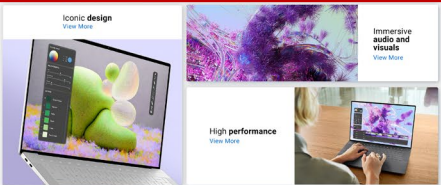
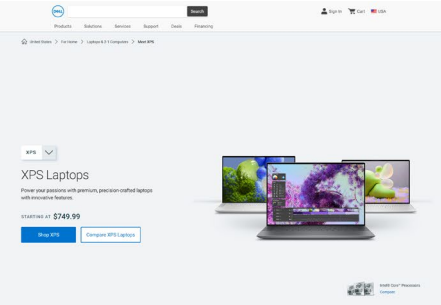
XPS 16

Starting at \$XXXXXX

Our most powerful XPS for your most complex projects, featuring up to BOE of performance in a 16.2" form. Features up to NVIDIA® GeForce RTX™ 4070 graphics and 45W Intel® Core™ Ultra 7 processors.

[View Available Options](#)

Module 1 – Find the right XPS for you



Find the XPS that's best for you

<p>XPS 13 Starting at \$599.99</p> <p>Best and ultra-portable. The XPS 13 is now thinner, with higher XPS Series with a 13.4" display and long battery life.</p> <p>View Available Options</p>	<p>XPS 14 Starting at \$999.99</p> <p>Perfect balance of performance and mobility in a 14.7" form. Features up to NVIDIA® GeForce RTX™ 4060 or 4070. The choice.</p> <p>View Available Options</p>	<p>XPS 16 Starting at \$1099.99</p> <p>Our most powerful XPS for your most complex projects. Featuring up to Intel® Core™ Ultra™ 9, 16.8" bezel-less display with 3.5K resolution and Dolby Vision™ HDR.</p> <p>View Available Options</p>
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Everyone's favorite. But don't just take our word for it.

Expert Review Videos

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Find the right XPS for you

- XPS 16 [+](#)
Power your most demanding projects with the supercharged XPS 16, modern and innovative from interior to exterior.
- XPS 15 [+](#)
- XPS 14 [+](#)
- XPS 13 [+](#)



Find the right XPS for you

- XPS 16 [+](#)
- XPS 15 [+](#)
Create with the powerful XPS 15, featuring a stunning 15-inch display.
- XPS 14 [+](#)
- XPS 13 [+](#)



Find the right XPS for you

- XPS 16 [+](#)
- XPS 15 [+](#)
- XPS 14 [+](#)
Experience power in motion with the XPS 14, a perfect balance of mobility and performance.
- XPS 13 [+](#)



Find the right XPS for you

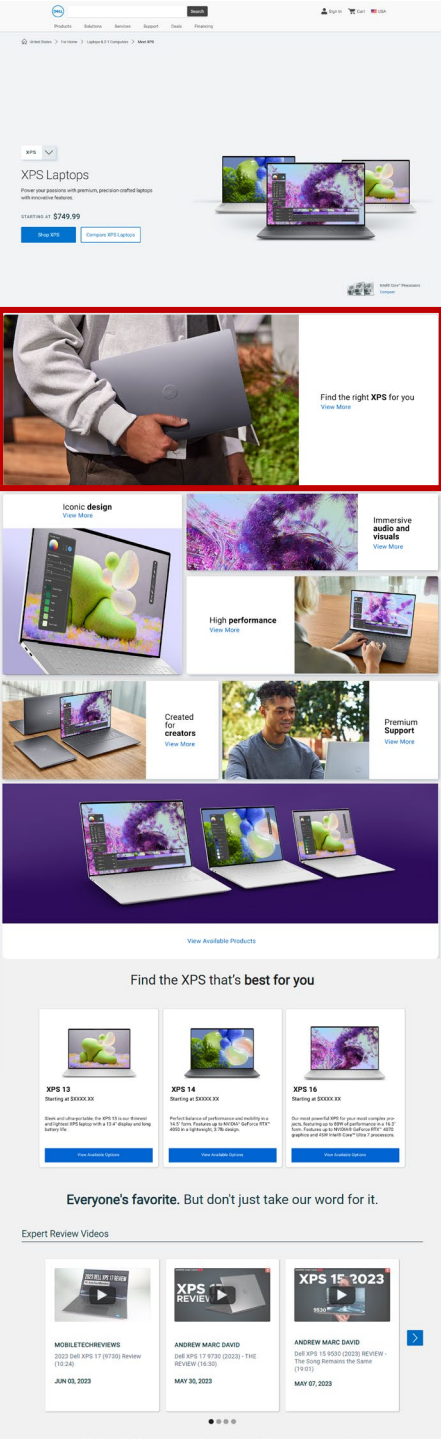
- XPS 16 [+](#)
- XPS 15 [+](#)
- XPS 14 [+](#)
- XPS 13 [+](#)
Take performance anywhere with the sleek, ultra-portable and powerful XPS 13.



Expanded Module 1

Diving into the first expanded module accordions, we'll explore each product beginning with the 16. The systems are highlighted with extended beauty shots showing off the entire product against a white background for a premium look.

Expanded Module 1-1



Find the right **XPS** for you

XPS 16

Power your most demanding projects with the supercharged XPS 16, modern and innovative from interior to exterior.

XPS 15

XPS 14

XPS 13



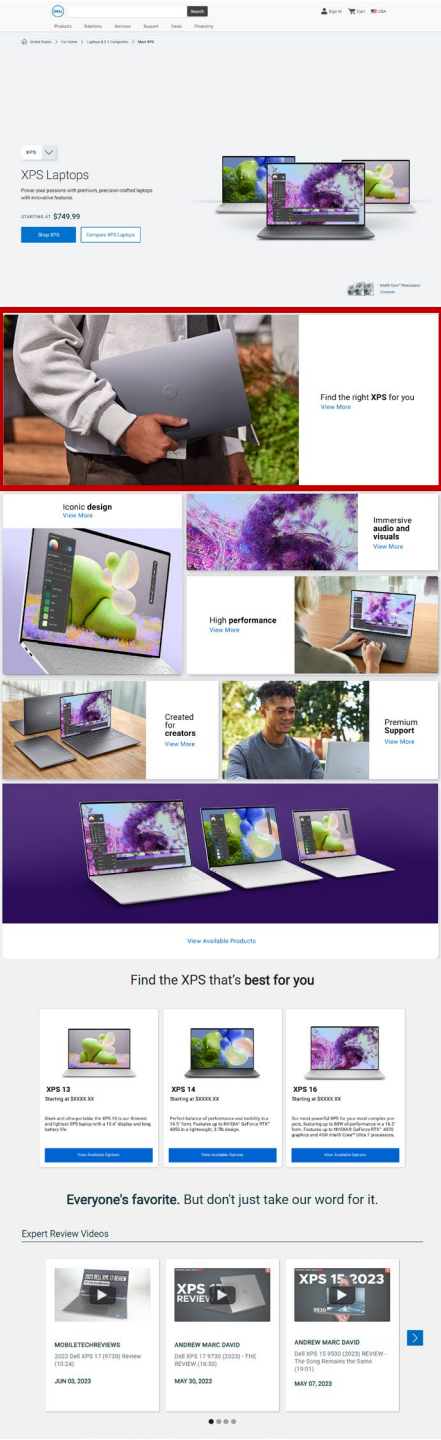
XPS 16 extended shot highlighting expansive screen

Title: Find the right XPS for you

SH: XPS 16

Body: Power your most demanding projects with the supercharged XPS 16, modern and innovative from interior to exterior.

Expanded Module 1-2



Find the right **XPS** for you

XPS 16 +

XPS 15 -

Create with the powerful XPS 15, featuring a stunning 15-inch display.

XPS 14 +

XPS 13 +



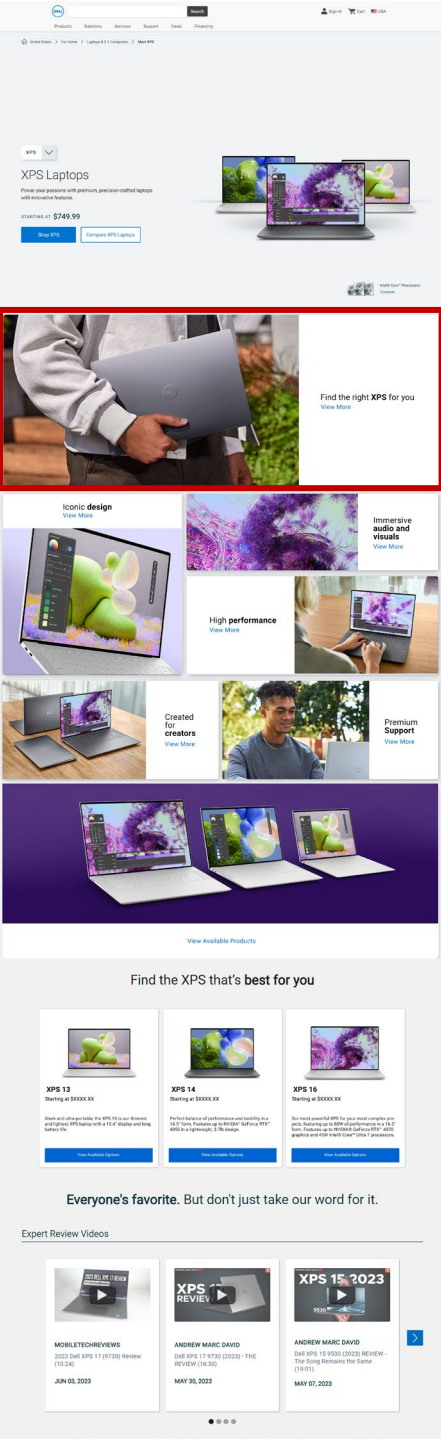
XPS 15 extended shot highlighting expansive screen

Title: Find the right XPS for you

SH: XPS 15

Body: Create with the powerful XPS 15, featuring a stunning 15-inch display.

Expanded Module 1-3



Find the right **XPS** for you

XPS 16 +

XPS 15 +

XPS 14 -

Experience power in motion with the XPS 14, a perfect balance of mobility and performance.

XPS 13 +



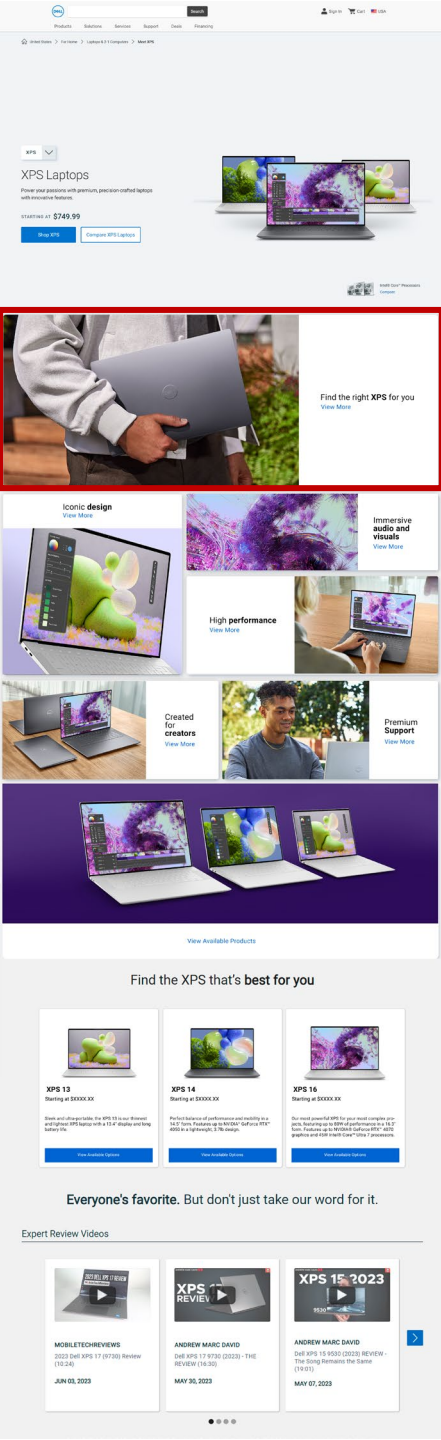
XPS 14 extended 2-up features a premium, durable design

Title: Find the right XPS for you

SH: XPS 14

Body: Experience power in motion with the XPS 14, a perfect balance of mobility and performance.

Expanded Module 1-4



Find the right **XPS** for you

XPS 16 +

XPS 15 +

XPS 14 +

XPS 13 -

Take performance anywhere with the sleek, ultra-portable and powerful XPS 13.



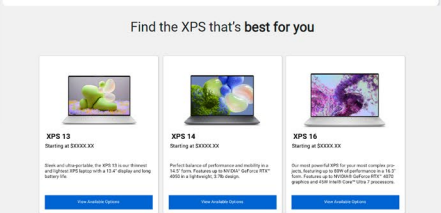
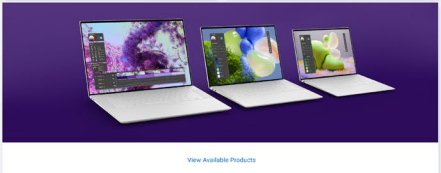
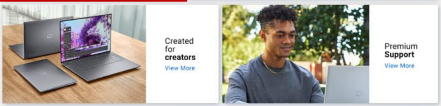
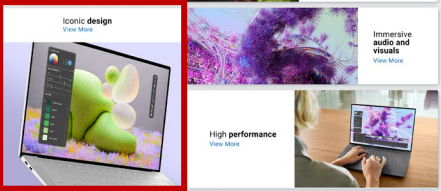
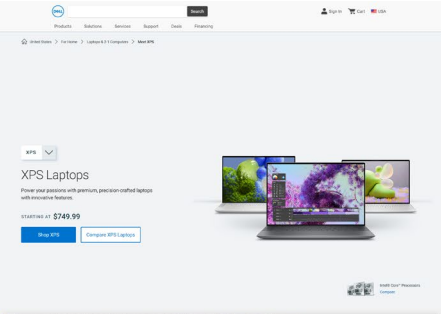
XPS 13 floating extended 2-up highlights smaller, mobile design

Title: Find the right XPS for you

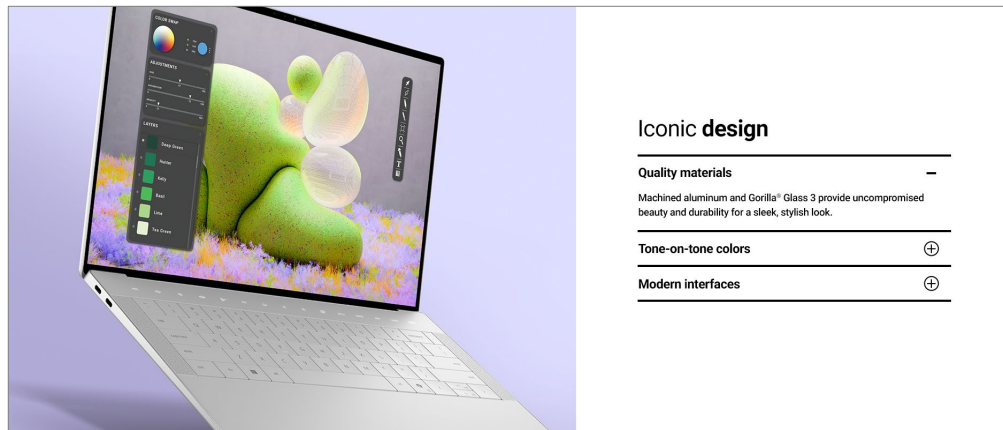
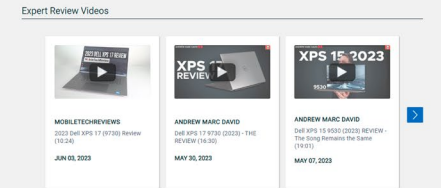
SH: XPS 13

Body: Take performance anywhere with the sleek, ultra-portable and powerful XPS 13.

Module 2 - Iconic design

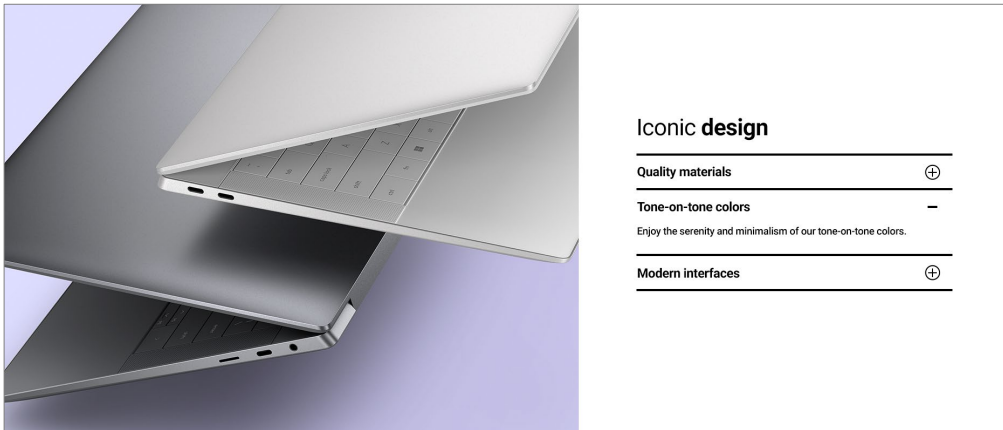


Everyone's favorite. But don't just take our word for it.



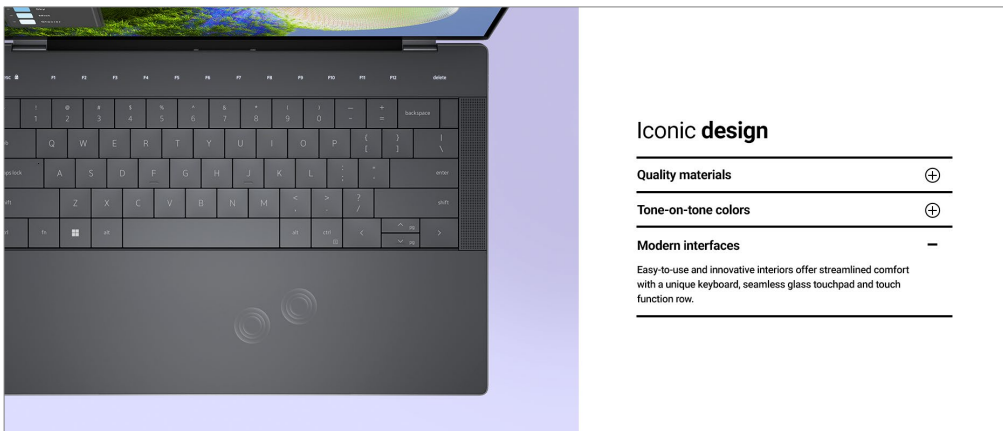
Iconic design

- Quality materials —
- Machined aluminum and Gorilla® Glass 3 provide uncompromised beauty and durability for a sleek, stylish look.
- Tone-on-tone colors ⊕
- Modern interfaces ⊕



Iconic design

- Quality materials ⊕
- Tone-on-tone colors —
- Enjoy the serenity and minimalism of our tone-on-tone colors.
- Modern interfaces ⊕



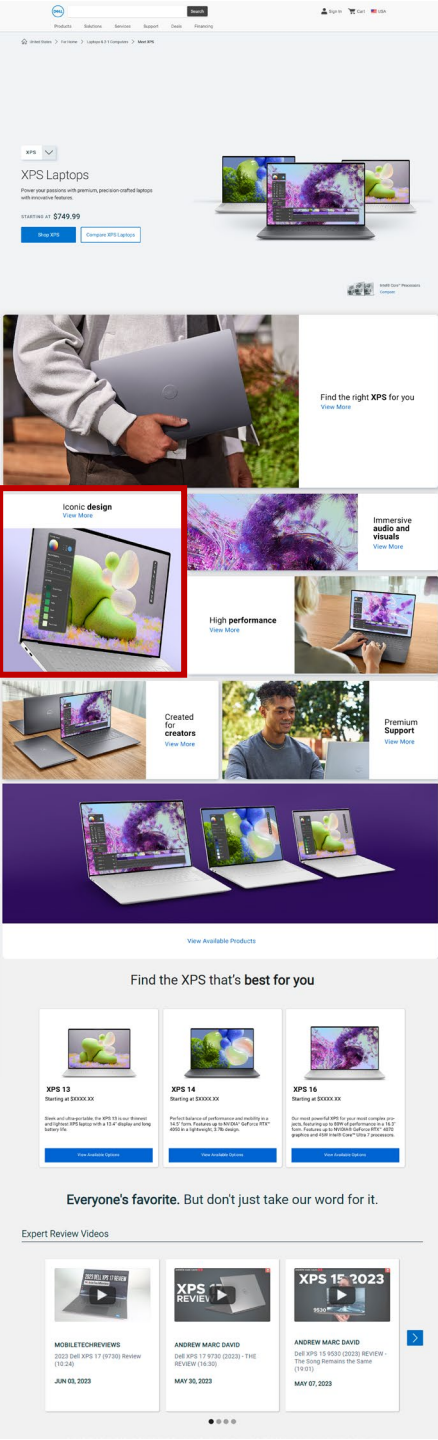
Iconic design

- Quality materials ⊕
- Tone-on-tone colors ⊕
- Modern interfaces —
- Easy-to-use and innovative interiors offer streamlined comfort with a unique keyboard, seamless glass touchpad and touch function row.

Expanded Module 2

This expanded module gives us a closer look of the updated design features, paired with interesting crops of the XPS product imagery against the periwinkle color tone.

Expanded Module 2-1



Extended shot of the laptop shows off the screen and chassis materials.

Iconic design

Quality materials

Machined aluminum and Gorilla® Glass 3 provide uncompromised beauty and durability for a sleek, stylish look.

Tone-on-tone colors



Modern interfaces

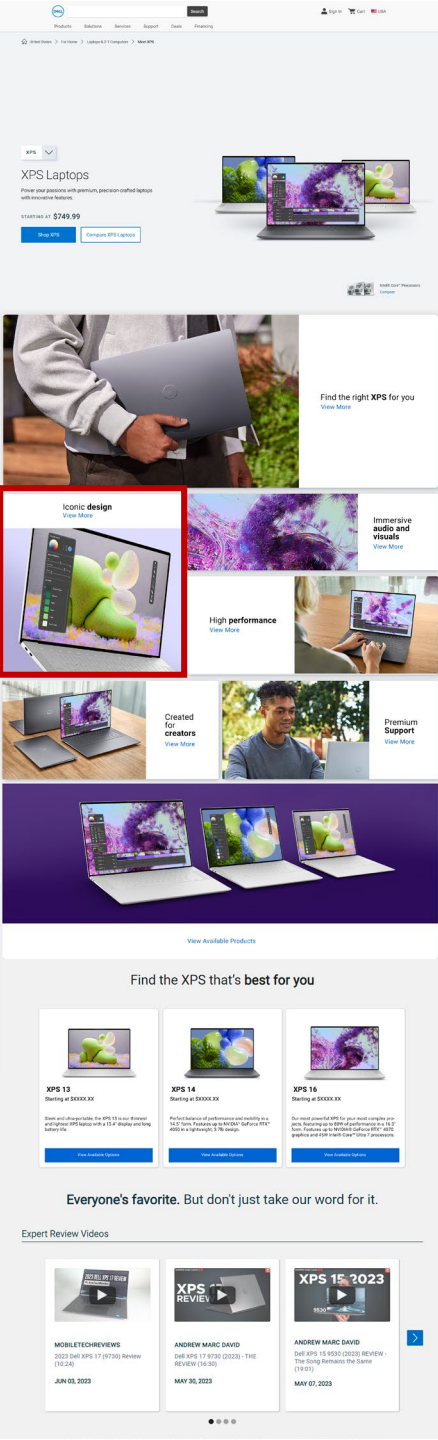


Title: Iconic design

SH: Quality materials

Body: Machined aluminum and Gorilla® Glass 3 provide uncompromised beauty and durability for a sleek, stylish look.

Expanded Module 2-2



Iconic design

Quality materials



Tone-on-tone colors



Enjoy the serenity and minimalism of our tone-on-tone colors.

Modern interfaces



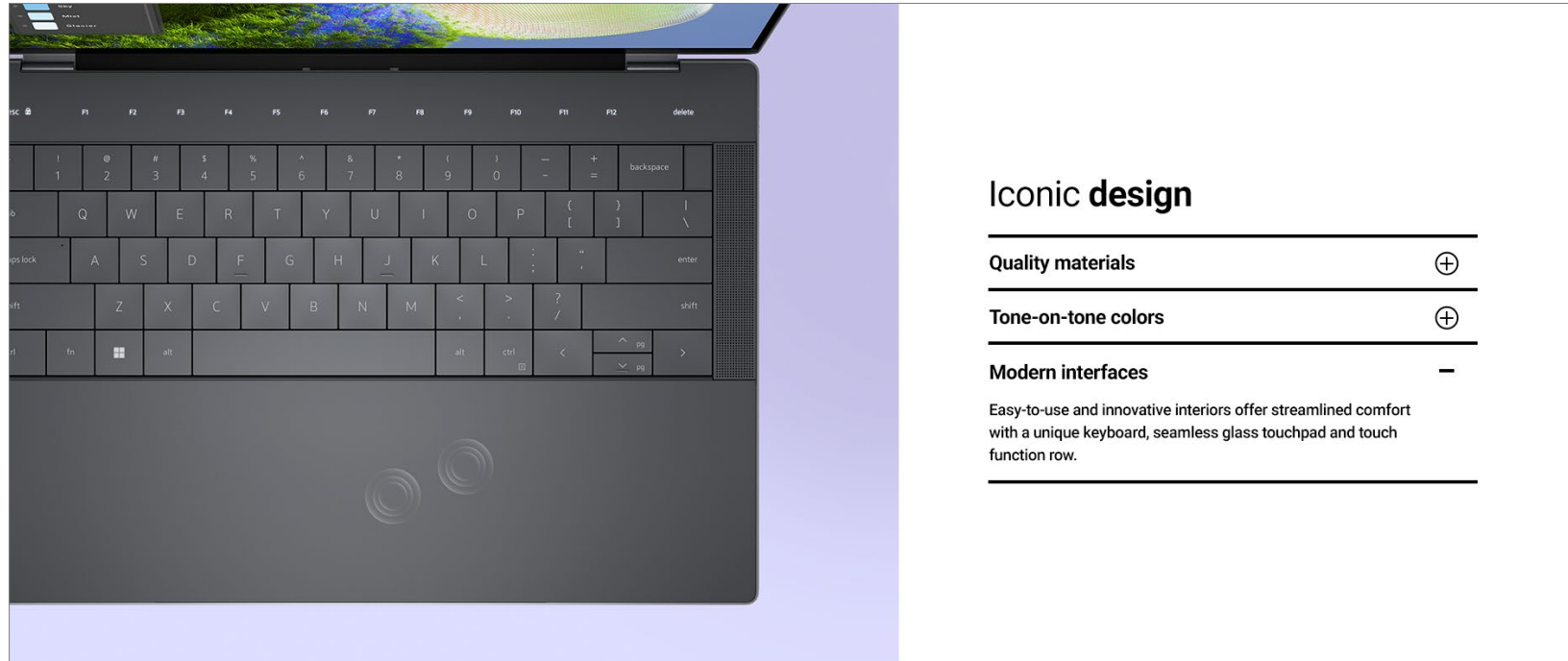
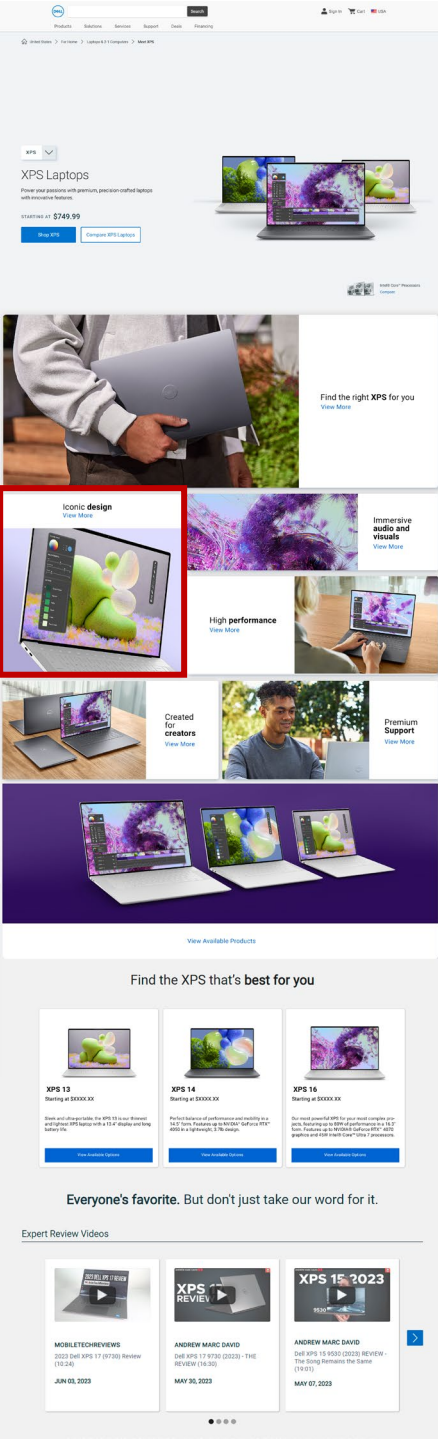
2-up extended imagery highlights the graphite and platinum materials

Title: Iconic design

SH: Tone-on-tone colors

Body: Enjoy the serenity and minimalism of our tone-on-tone colors.

Expanded Module 2-3



Iconic design

Quality materials



Tone-on-tone colors



Modern interfaces



Easy-to-use and innovative interiors offer streamlined comfort with a unique keyboard, seamless glass touchpad and touch function row.

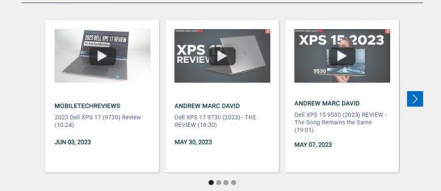
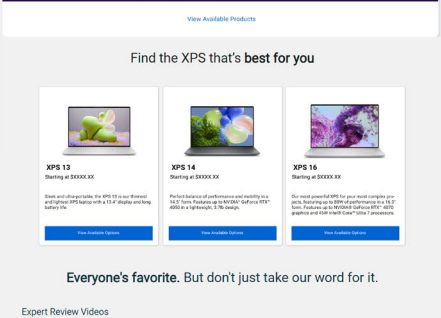
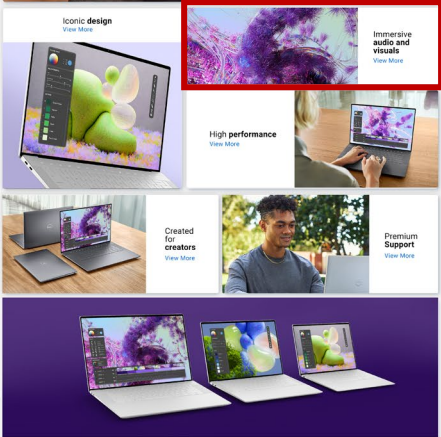
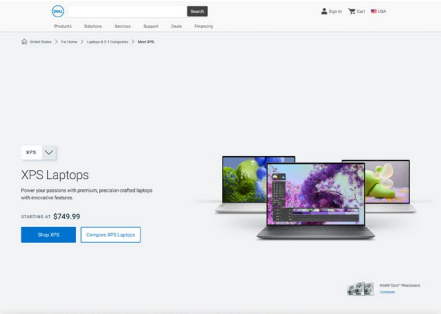
Close-up view of the touchpad design details

Title: Iconic design

SH: Modern interfaces

Body: Easy-to-use and innovative interiors offer streamlined comfort with a unique keyboard, seamless glass touchpad and touch function row.

Module 3 - Immersive audio and visuals



Immersive audio and visuals

Vibrant displays	—
See content come alive in true-to-life color and sharp detail. InfinityEdge displays maximize viewing area.	
Eyesafe®	+
Dynamic sound	+



Immersive audio and visuals

Vibrant displays	+
Eyesafe®	—
Hardware-based technology reduces harmful blue light and optimizes eye comfort without distorting color.	
Dynamic sound	+



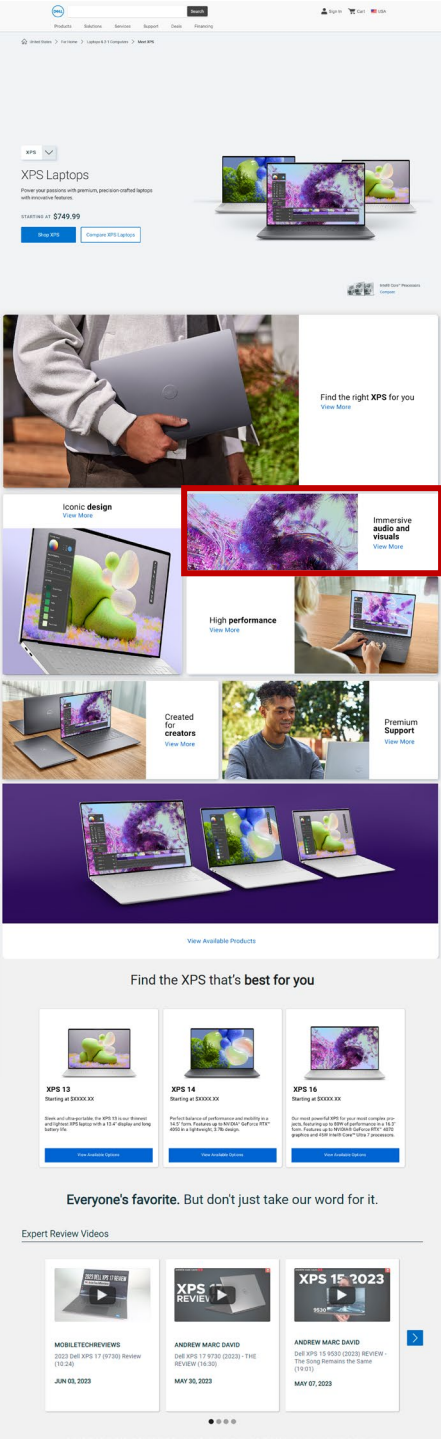
Immersive audio and visuals

Vibrant displays	+
Eyesafe®	+
Dynamic sound	—
Surround yourself with 360-degree spatial sound by Dolby Atmos and Waves MaxxAudio. The quad-speaker design, tuned by multi-Grammy Award®-winning producer Jack Joseph Puig, delivers an immersive experience.	

Expanded Module 3

We continue our journey into the audio and sound features, paired with imagery to highlight these design features. The dominant background tone helps to contrast the screen details, the Eyesafe® technology visual and speaker design.

Expanded Module 3-1



Immersive audio and visuals

Vibrant displays

See content come alive in true-to-life color and sharp detail. InfinityEdge displays maximize viewing area.

Eysafe®



Dynamic sound




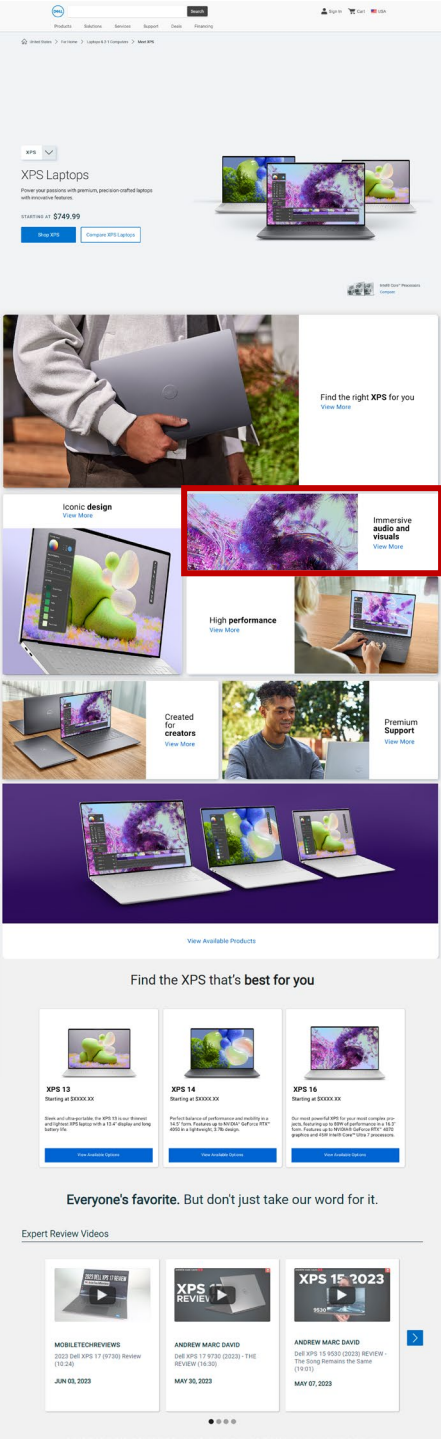
Zoomed-in view of screen to emphasize the display viewing area

Title: Immersive audio and visuals

SH: Vibrant displays

Body: See content come alive in true-to-life color and sharp detail. InfinityEdge displays maximize viewing area.

Expanded Module 3-2



Immersive audio and visuals	
Vibrant displays	+
Eyesafe®	-
Hardware-based technology reduces harmful blue light and optimizes eye comfort without distorting color.	
Dynamic sound	+

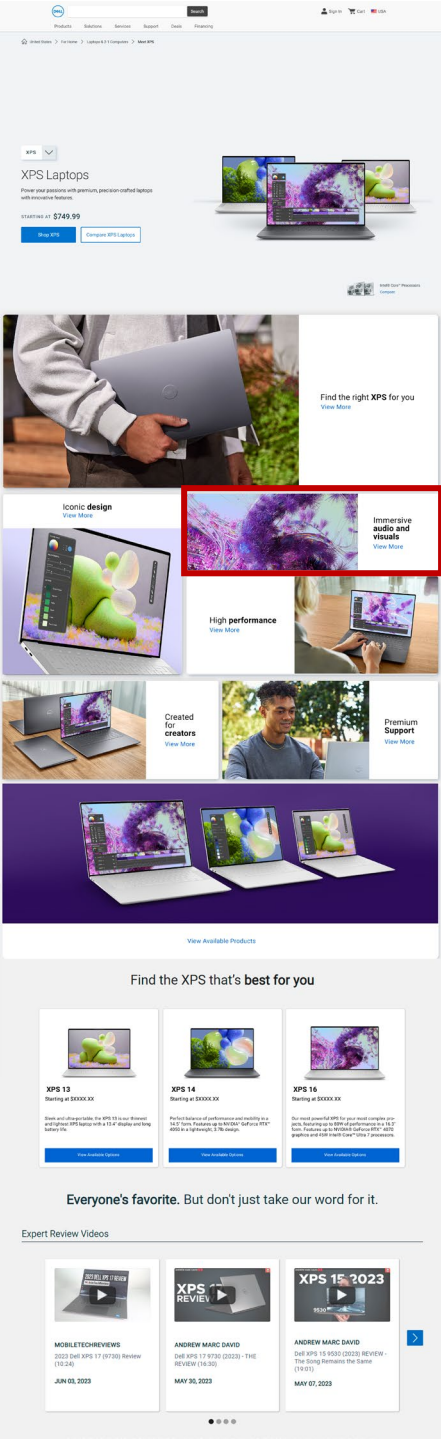
Close-up view of screen technology

Title: Immersive audio and visuals

SH: Eyesafe®

Body: Hardware-based technology reduces harmful blue light and optimizes eye comfort without distorting color.

Expanded Module 3-3



Immersive audio and visuals

Vibrant displays



Eyesafe®



Dynamic sound



Surround yourself with 360-degree spatial sound by Dolby Atmos and Waves MaxxAudio. The quad-speaker design, tuned by multi-Grammy Award®-winning producer Jack Joseph Puig, delivers an immersive experience.

Macro view of speaker details

Title: Immersive audio and visuals

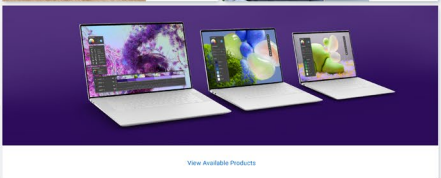
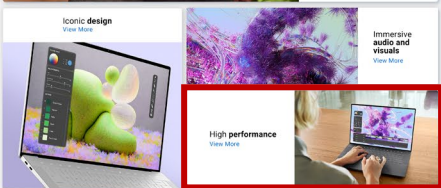
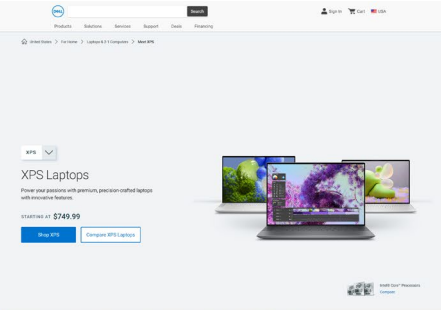
SH: Dynamic sound

Body: Surround yourself with 360-degree spatial sound by Dolby Atmos and Waves MaxxAudio. The quad-speaker design, tuned by multi-Grammy Award®-winning producer Jack Joseph Puig, delivers an immersive experience.

Module 4 - High performance

Expanded Module 4

We'll leverage our lifestyle imagery from the XPS shoot with the proposed screenfill artwork to show the laptop in a performance environment. This will help our consumer envision the XPS in a realistic creation scenario.



Find the XPS that's best for you

<p>XPS 13 Starting at \$550XX XX</p> <p>Best and ultra-portable. The XPS 13 has the most powerful XPS Series with a 13.4" display and long battery life.</p> <p>View Available Options</p>	<p>XPS 14 Starting at \$900XX XX</p> <p>Best balance of performance and portability in a 14.7" form. Features up to NVIDIA® GeForce RTX™ 4060 Laptop GPU. The choice of creators and students.</p> <p>View Available Options</p>	<p>XPS 16 Starting at \$1000XX XX</p> <p>Our most powerful XPS for your most complex projects. Featuring up to NVIDIA® GeForce RTX™ 4070 Laptop GPU. The choice of students and creators.</p> <p>View Available Options</p>
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Everyone's favorite. But don't just take our word for it.

Expert Review Videos

<p>MOBILETECHREVIEWS 2023 Dell XPS 17 (07/26/2023) REVIEW (19:24) JUN 03, 2023</p>	<p>ANDREW MARC DAVID Dell XPS 15 9520 (2/23) - THE REVIEW (16:30) MAY 30, 2023</p>	<p>ANDREW MARC DAVID Dell XPS 15 9520 (2/23) REVIEW - The King Remains the Same (14:01) MAY 07, 2023</p>
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High performance

Powerful components —

Run demanding apps smoother and faster with the latest generation of Intel® Core™ Ultra processors and NVIDIA® RTX™ 40 series graphics options.

Customizable performance ⊕

Impressive battery technology ⊕



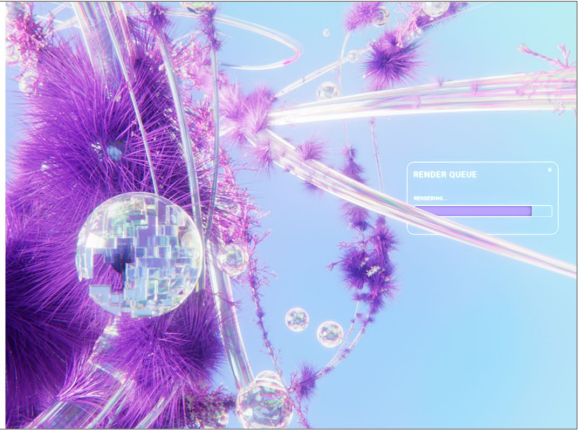
High performance

Powerful components ⊕

Customizable performance —

Easily adjust and customize your laptop's performance settings between four different modes: optimized, ultra performance, cool and quiet.

Impressive battery technology ⊕



High performance

Powerful components ⊕

Customizable performance ⊕

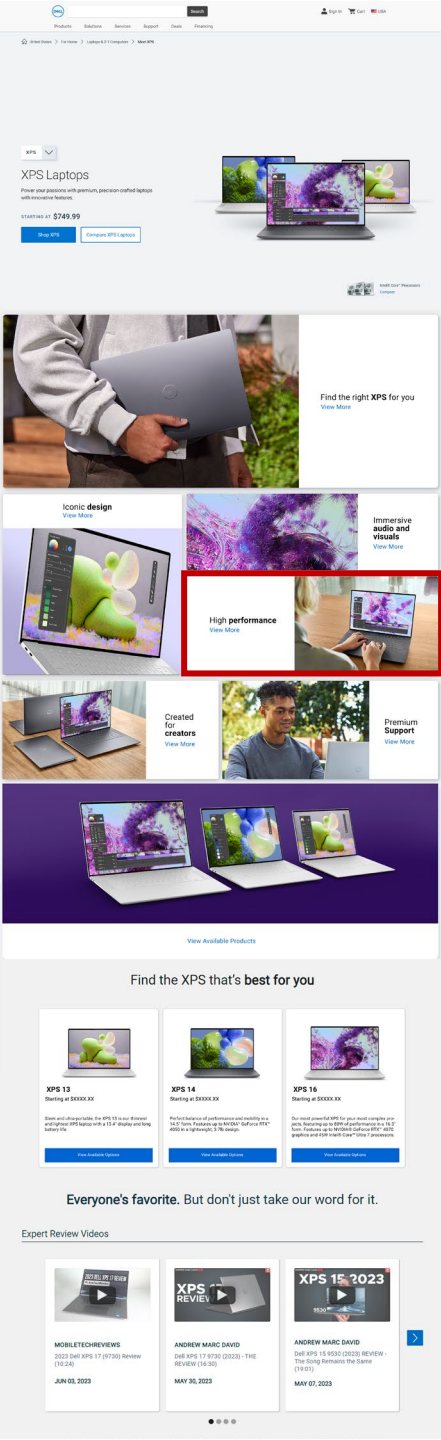
Impressive battery technology —

Create or stream your favorite content with long battery life. ExpressCharge* technology enables a quick recharge up to 80% in less than an hour.

*Based on Dell internal analysis, February 2019. When used with Dell systems with ExpressCharge. Within Dell Performance software, selecting ExpressCharge™ can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter, not recommended with a smaller capacity.



Expanded Module 4-1



High performance

Powerful components

Run demanding apps smoother and faster with the latest generation of Intel® Core™ Ultra processors and NVIDIA® RTX™ 40 series graphics options.

Customizable performance



Impressive battery technology



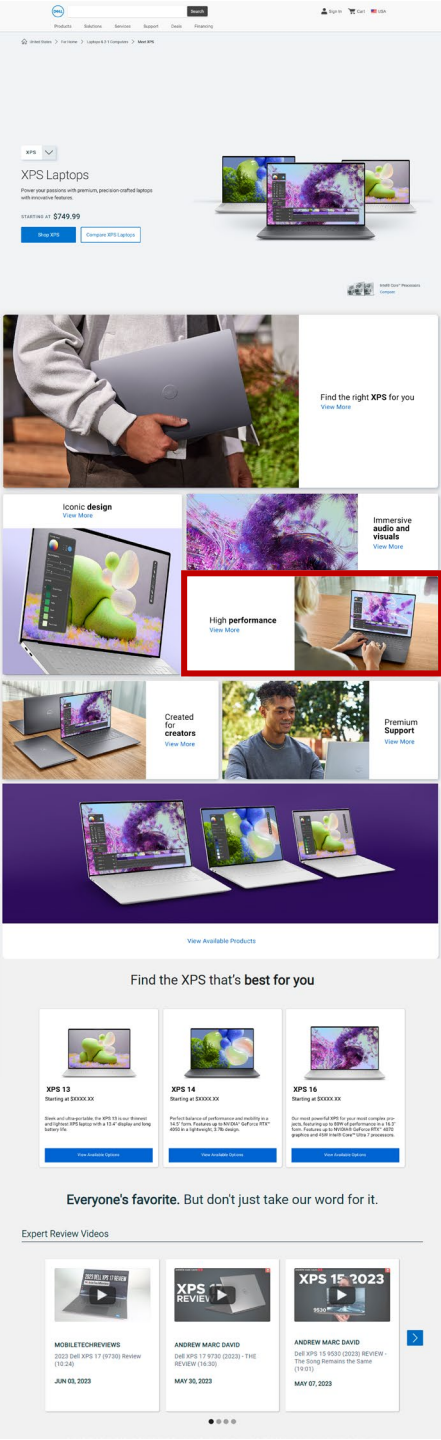
Lifestyle image of Talent as they create complex art, paying off the messaging

Title: High performance

SH: Powerful components

Body: Run demanding apps smoother and faster with the latest generation of Intel® Core™ Ultra processors and NVIDIA® RTX™ 40 series graphics options.

Expanded Module 4-2



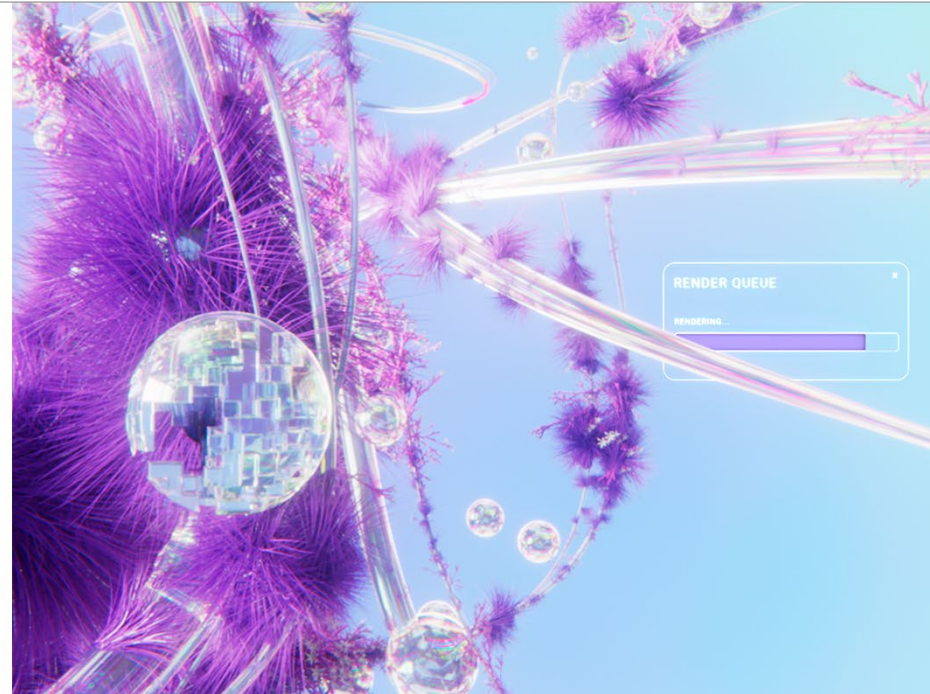
High performance

Powerful components +

Customizable performance -

Easily adjust and customize your laptop's performance settings between four different modes: optimized, ultra performance, cool and quiet.

Impressive battery technology +



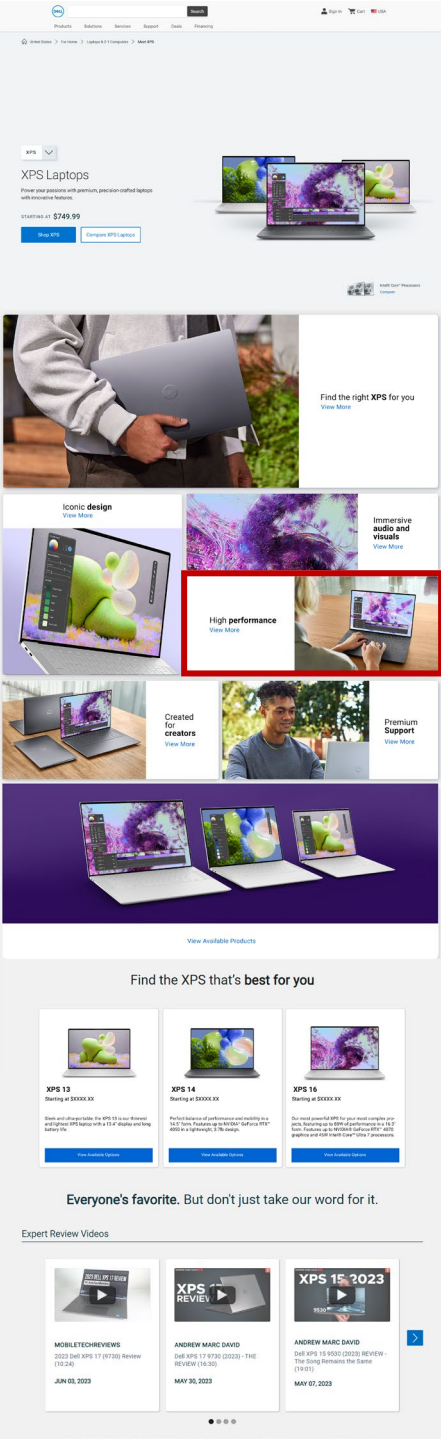
We push into the screen, showing the completed artwork, highlighting the performance capability

Title: High performance

SH: Customizable performance

Body: Easily adjust and customize your laptop's performance settings between four different modes: optimized, ultra performance, cool and quiet.

Expanded Module 4-3



High performance

Powerful components +

Customizable performance +

Impressive battery technology -

Create or stream your favorite content with long battery life. ExpressCharge* technology enables a quick recharge up to 80% in less than an hour.

*Based on Dell internal analysis, February 2019. When used with Dell systems with ExpressCharge. Within Dell Performance software, selecting ExpressCharge™ can recharge system battery from 0% up to 80% within 60 minutes. After charging has reached 80% capacity, charging speed will return to normal speed. Recommended for use with the provided Dell power adapter; not recommended with a smaller capacity.



Lifestyle image showing Talent with product in a mobile scenario

Title: High performance

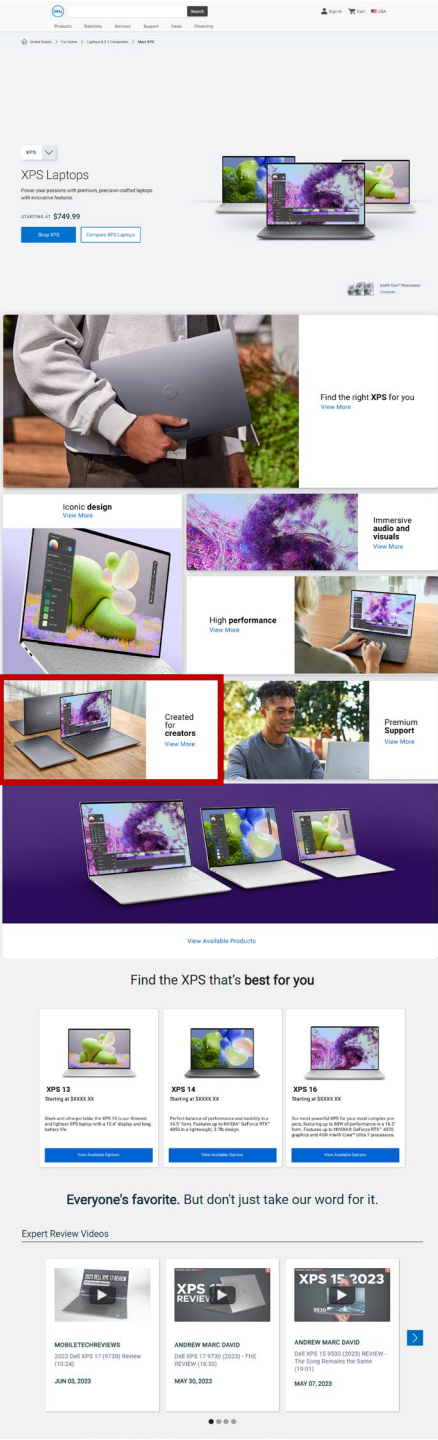
SH: Impressive battery technology

Body: Create or stream your favorite content with long battery life. ExpressCharge* technology enables a quick recharge up to 80% in less than an hour.

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Module 5 - Created for creators

Expanded Module 5



Created for creators

Cultivate passions and expand your content creation skills with one of our Creator Edition PCs*.

[XPS 14](#) | [XPS 16](#)

*Minimum recommended configuration: i7 processors, 16GB, 512GB SSD, (discrete graphics are recommended for videography or graphic design).

Title: Created for creators

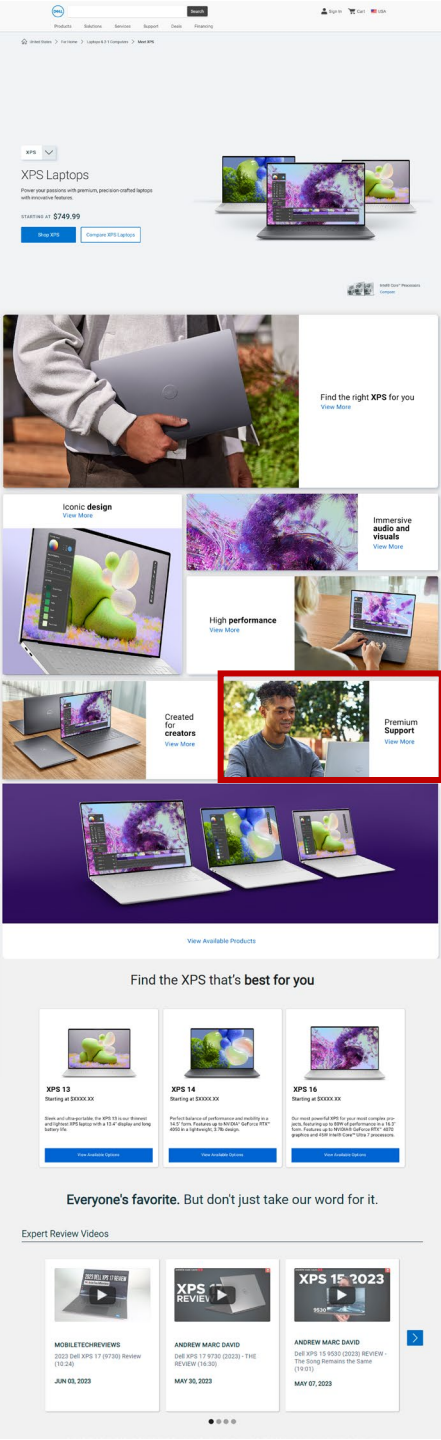
Body: Cultivate passions and expand your content creation skills with one of our Creator Edition PCs*.

Links: [XPS 14](#) | [XPS 16](#)

*Minimum recommended configuration: Ultra 7 processor, 16GB, 512GB SSD, (discrete graphics are recommended for videography or graphic design).

Module 6 - Premium support

Expanded Module 6



Premium Support

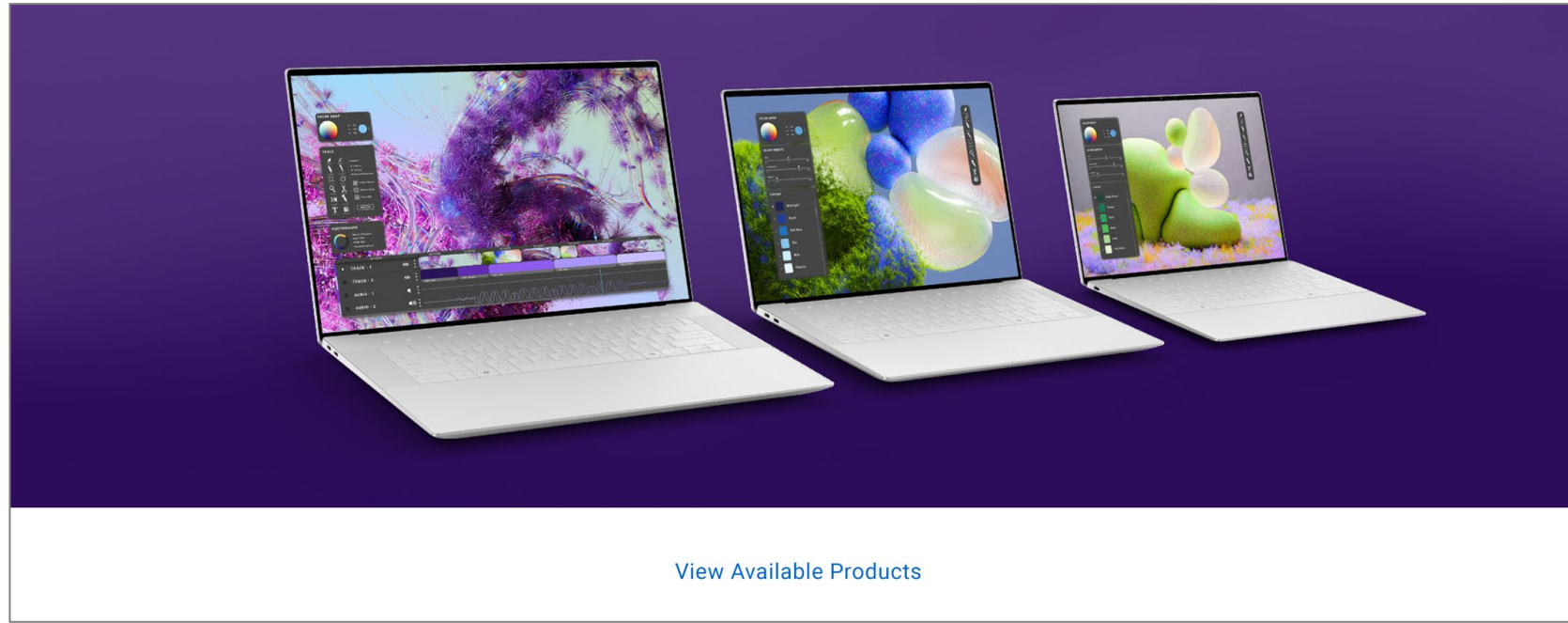
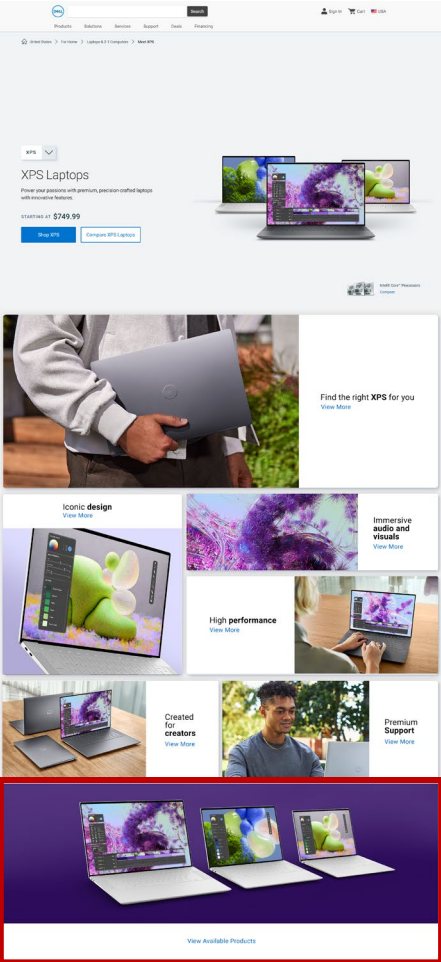
24x7 personalized, expert support keeps your PC running at its best for an immersive experience – while you work and play. Get one year of Premium Support for personal use or ProSupport for businesses included when you purchase an XPS laptop.

Title: Premium Support

Body: 24x7 personalized, expert support keeps your PC running at its best, ensuring an immersive experience while you work and play. Get one year of Premium Support for personal use, or ProSupport for businesses, included when you purchase an XPS laptop.

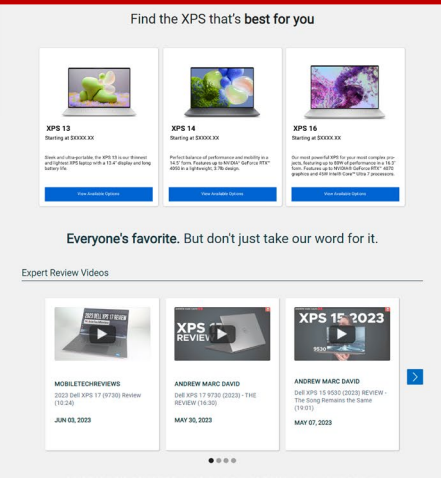
Module 7 - Shop now

Module 7



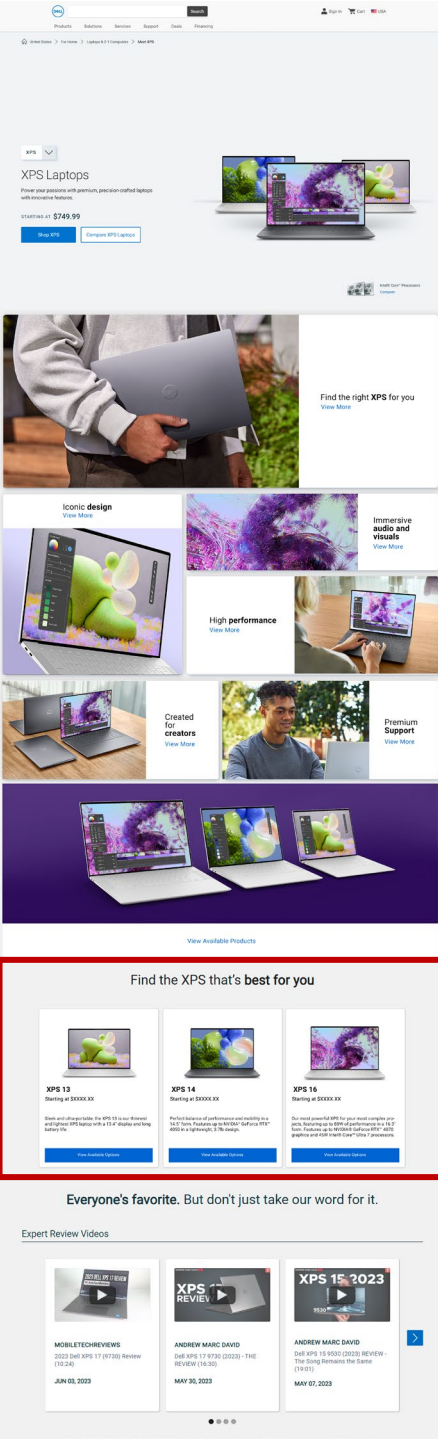
Title: Shop now

CTA: View Available Products >




Module 8 - Find the XPS that's best for you

Module 8




Find the XPS that's best for you



XPS 13
Starting at \$XXXX.XX

Sleek and ultra-portable, the XPS 13 is our thinnest and lightest XPS laptop with a 13.4" display and long battery life.


[View Available Options](#)



XPS 14
Starting at \$XXXX.XX

Perfect balance of performance and mobility in a 14.5" form. Features up to NVIDIA® GeForce RTX™ 4050 in a lightweight, 3.7lb design.

[View Available Options](#)



XPS 16
Starting at \$XXXX.XX

Our most powerful XPS for your most complex projects, featuring up to 80W of performance in a 16.3" form. Features up to NVIDIA® GeForce RTX™ 4070 graphics and 45W Intel® Core™ Ultra 7 processors.

[View Available Options](#)

Title: Find the XPS that's best for you

SH1: XPS 13
SH1: Starting at \$XXX.XX

Body1: Sleek and ultra-portable, the XPS 13 is our thinnest and lightest XPS laptop with a 13.4" display and long battery life.

CTA: View Available Options

SH2: XPS 14
SH2: Starting at \$XXX.XX

Body2: Perfect balance of performance and mobility in a 14.5" form. Features up to NVIDIA® GeForce RTX™ 4050 in a lightweight, 3.7lb design.

CTA: View Available Options

SH3: XPS 16
SH3: Starting at \$XXX.XX

Body3: Our most powerful XPS for your most complex projects, featuring up to 80W of performance in a 16.3" form. Features up to NVIDIA® GeForce RTX™ 4070 graphics and 45W Intel® Core™ Ultra 7 processors.

CTA: View Available Options

