

News

Consumer electronics



Dell, in collaboration with Telefónica and Qualcomm Technologies, Expands Integrated Pay-As-You-Go Mobile Broadband Service for Laptops and Tablets

- Expanded Dell NetReady solution now available in more European countries, powered by [Telefónica](#) and [Qualcomm Technologies](#), to enhance user productivity with built-in 3G mobile connectivity in Dell laptops and tablets
- Making use of Telefonica's innovative global M2M SIM card and [Qualcomm® Gobi™](#) 3G 42Mbps technology, Dell NetReady delivers high-speed internet access in 29 European countries
- Dell NetReady allows ubiquitous connectivity to selected models within the [XPS](#), [Latitude](#), [Precision](#), [Inspiron](#) and [Vostro](#) ranges

Bracknell, UK, 16th September, 2013 – [Dell](#), in collaboration with Telefónica and Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, today announced its expanded Dell NetReady solution, a pay-as-you-go bundle providing cost-effective mobile connectivity with a single integrated SIM. The expanded offering means that Dell NetReady can be pre-installed in select products across the [XPS](#), [Latitude](#), [Dell Precision](#) and [Inspiron](#) ranges available in the UK, Ireland, Germany, France, Spain, Italy, The Netherlands, Sweden, Norway, Finland, Switzerland, Poland and the Czech Republic.

Dell's laptops and tablets are fitted with the Sierra Wireless MC8805 module, based on Qualcomm Gobi 3G 42Mbps technology, and users can enjoy high-speed internet access in 29 European countries covered by Telefónica, one of the largest telecommunications companies in the world. The free hardware assigned SIM-card offers the enhanced security, ideal for enterprise-wide deployment.

Once registered, a range of pay-as-you-go bundles are available starting from just 30 minutes and ranging up to one month. Two tariff structures offer cost-effective long-term access and short-term transparent data charges. Bundles also move with the user from country to country ensuring clear pricing at all times and flexibility with bundles sold in 10 different currencies including the Euro. Once registered bundles are available at the touch of a button through Windows 7 and 8 Dell devices, allowing Dell customers to stay connected in their home countries or while travelling across Europe. This "pay as you go" service allows full control over a user's connectivity costs, with two competitive tariff plans and no roaming charges.



Quotes

“We are all increasingly becoming ‘road warriors’ and businesses and individuals are looking for a cost-effective solution that is tailored to enable on-the-go productivity and access to information. With Dell NetReady, Telefónica’s reliable network coverage and Qualcomm Technologies’ leading connectivity technology are combined and ready to go in Dell’s latest laptops and tablets,” explained PJ Dwyer, executive director, End User Computing, Dell. “Through these collaborations, Dell is enabling customers to have access to unparalleled levels of connectivity and productivity, without compromising on device choice or security.”

“Telefónica is proud to launch this service which provides users across Europe immediate access to the Internet on their devices in a fast and reliable way. Customers will benefit from our excellent network coverage and a simple and intuitive application giving access to the Internet anytime and anywhere.” said Surya Mendonça, Global m2m Director at Telefonica Digital.

“Qualcomm Technologies’ Gobi technology is redefining the connected computing experience by delivering high-performance, commercially mature, comprehensive modem solutions integrating the latest network technologies. We are excited by this collaboration to further extend our industry-leading mobile device technologies to provide increased on-the-go connectivity opportunities for Dell’s customers,” said Fram Akiki, senior director of Product Management, Qualcomm Technologies, Inc.

Availability and Pricing

Dell NetReady is available on selected [XPS](#), [Latitude](#), [Dell Precision](#) and [Inspiron](#) models in the UK, Ireland, Germany, France, Spain, Italy, The Netherlands, Sweden, Norway, Finland, Switzerland, Poland and the Czech Republic. Prices start from £0.85/€0.99 for 30 minutes.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit www.dell.com.

Contact Information

Media Contacts:

Anna Loftin	Dell Inc.	Anna.Loftin@Dell.com	+44 1344 373 014
Nick Head	AxiCom	Nick.Head@axicom.com	+44 2083 924 050
Sarah Smith	AxiCom	Sarah.Smith@axicom.com	+44 2083 924 050



Telefónica Digital is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications under a new umbrella brand called TU and in Big Data through Telefónica Dynamic Insights.

Telefónica Digital will deliver these new products and services to Telefónica's 311 million customers as well as entering new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. Jajah, Terra, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

To sign up for news alerts and read commentary on Telefónica Digital, visit www.telefonica.com/digitalhub and track them on Twitter [@tefdigital](https://twitter.com/tefdigital).

For more information about m2m business, visit <https://m2m.telefonica.com> or follow on Twitter at [@m2mtelefonica](https://twitter.com/m2mtelefonica).

Qualcomm and Gobi are trademarks of Qualcomm Incorporated, registered in the US and other countries. Other products and brand names may be trademarks or registered trademarks of their respective owners.