Snapdragon

Get the processor your PC wishes it had

Six advantages your team gains with PCs powered by Snapdragon® X Series.

Growing businesses need to be faster, smarter, and more personal than the big players—and the right PCs make that possible.



Inside the AI engine powering smarter PCs

The **secret** to a productivity-boosting AI-ready PC is a powerful engine called the **neural processing unit, or NPU.**

Think of your PC's processor like a **team**. The CPU is the general manager who handles a little of everything. The GPU is the designer, focused on visuals. The NPU is the **AI specialist** who helps you tap into more and more AI possibilities.

Every PC powered by Snapdragon® X Series comes with a built-in NPU that accelerates AI tasks and frees up the rest of your processor—**so there's less lag and battery drain.** Just fast, smooth performance and seamless access to AI tools right when you need them.



79%

of small businesses faced a cyberattack in the past 5 years.1

How can the right AI PCs move your business forward?

1

Keep data locked down

Small businesses are prime targets for cybercriminals, and a single breach can mean costly downtime and lost customers. With Snapdragon, you get **enterprise-grade security** at the chip level to help safeguard your data.

2

Speak every customer's language—literally

Communicate confidently with customers and partners across a breadth of languages with Live Captions on Copilot+ PCs powered by Snapdragon. This feature taps the NPU to convert over **44 languages into English** captions in real time—nearly as fast as words are spoken.





3

Create a big brand without big bucks

Design stunning marketing materials without the big agency budget using **professional-grade AI tools** like Canva's free Affinity tool. Running right on your laptop, the built-in NPU lets you tap into Affinity's AI capabilities, including generative fill and background removal.

4

Build models in record time

Whether you're an architectural firm, design agency, or product company, seeing is believing. Apps like Blender use **NPU-accelerated AI** to quickly create and animate detailed models—so you can share concepts early, gather feedback faster, and deliver exactly what customers expect.

The AI PC market is projected to grow about 38% annually from 2025 to 2030 as organizations invest in AI-ready technology.2

5

Wave goodbye to battery anxiety

Stop planning your day around the nearest outlet. PCs powered by Snapdragon X Series deliver **battery life for days off a single charge**.3 And unlike some PCs, they don't slow performance when you unplug.4 That means you can tackle back-to-back meetings, site visits, and deadlines without worrying about lag or your laptop dying.

Slow Wi-Fi can cost a company with 100 employees $70,000 annually.5

6

Leave spotty connections behind

Busy teams are often on the go—presenting to clients, collaborating with partners, attending industry events. To keep you connected, PCs powered by Snapdragon offer optional **built-in 5G and Wi-Fi 7**, so you can respond to customer questions, send large files, and lead calls from virtually anywhere.

Make it all happen with Snapdragon

Business growth demands speed, focus, and adaptability. PCs powered by Snapdragon X Series are built for that. They provide the speed, intelligence, security, battery life, and connectivity your team needs to deliver their best work and win over customers.

Snapdragon X SERIES

How do you bring AI, security, power, battery life, and more to your PCs?

Snapdragon. That's how.

Shop now

1 - Coalition, "Study Finds Small Businesses Underestimate Cyber Risk Reality," June 25, 2025
2 - Futurum, "Executive Summary: Don't Expect an Acceleration in the Rate of AI PC Adoption in 2026," December 10, 2025.
3 - Battery life varies significantly with device, settings, usage, and other factors.
4 - CPU Performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run in October 2024. Snapdragon X Elite (XIE-80-100) was tested using a Dell XPS 13 (9345) on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager. Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350) on "Balanced" Power Mode in Windows and "Standard mode" in Windows and "Optimized" in Dell Power Manager. The AMD Ryzen AI 9 HX 370 was tested using an ASUS VivoBook S14 (M5406WA) on "Balanced" Power Mode in Windows and "Standard mode" in MyASUS. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.
5 Based on: 5 minutes/day lost × 100 employees × 240 workdays × $35/hour ≈ $70,000/year. Integrated Axis Technology Group Inc., "Stop Losing $200,000 a Year: The Definitive Business WiFi Performance Optimization Blueprint," December 30, 2025.

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