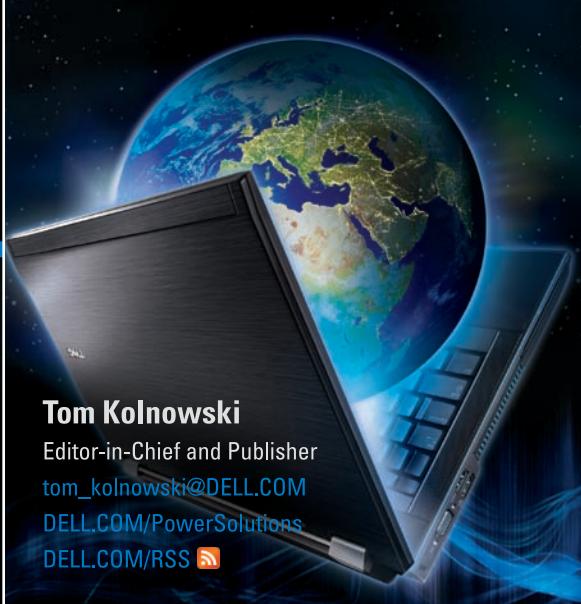


MOBILE MEDIUM



Tom Kolnowski

Editor-in-Chief and Publisher

tom_kolnowski@DELL.COM

DELL.COM/PowerSolutions

DELL.COM/RSS 

As I penned this on the eve of our press date, from a jet plane at some 28,000 feet, an image of what it meant to be eminently mobile snapped into sharp focus. It was here—with a bird's-eye view of Hurricane Dolly churning in the Gulf of Mexico, my favorite jazz tunes softly playing through a set of noise-canceling stereo headphones, and my Dell™ Latitude™ laptop in Microsoft® Windows Vista® Power Save mode for the long flight—that it occurred to me that the production process for *Dell Power Solutions* is a neatly framed case study for a mobility-enabled workforce, and that we would have it no other way.

The geographical diversity posed by the editorial lineup for this issue, our first ever on mobility, presented a unique logistical puzzle. Our editorial team chased content and creative contributions across three continents, and orchestrated interviews for customer case studies worldwide: Media General and Merrill Lynch in the United States, Soho VFX in Canada, University College Plymouth St Mark and St John (Marjon) in the United Kingdom, and YCH Group in the Asia Pacific region.

As deadlines loomed, editorial and creative workflow streamed through various time zones nearly 24/7, enabled by a technology suite that includes standard-issue Dell Latitude laptops with mobile networking and purpose-built applications that facilitate

iterative workflow. But it is a mosaic of technologies and a high level of global collaboration that gel to make us a truly mobile medium.

In this issue, our special feature section on enabling the mobile workforce starts on page 10. The cover story, "Mobility Redefined," addresses the strategic business imperative for IT departments to manage the diverse needs of an increasingly mobile and global workforce. "Freedom from Business as Usual: Introducing the New Dell Latitude" (page 18) begins with a guided tour of the just-released Dell Latitude laptop family, which has been completely reengineered with the core values of both IT managers and end users in mind. And "Designing for the Road Ahead" (page 24) goes behind the scenes to describe the industrial design and usability processes that helped shape the sleek look of these powerful new Dell Latitude laptops.

Lastly, with this issue we have launched *Dell Power Solutions* Digital Edition as an eco-friendly alternative to our customary print publication. Visit powersolutionsdigital.dell.com/subscribe and enter the code GoGreen to preview the new Digital Edition. You may also convert your current print subscription or begin a new subscription to the Digital Edition.

