

FOLD OR FLIP?



FOLD



Samsung just took the wraps off the Galaxy Z Fold7, and it's not just an iterative upgrade — it's a significant leap forward. This is the thinnest, lightest, and smartest Fold yet, blending powerful AI features with an ultra-refined design and serious camera chops. After years of tweaking the formula, Samsung's foldable flagship is looking more polished than ever.

The Fold7 weighs in at just 215 grams—lighter than the Galaxy S25 Ultra—and it's slimmer, too, measuring 8.9 mm folded and a mere 4.2 mm unfolded. That makes a real difference in your hand and your pocket. The 6.5-inch cover screen now has a more familiar 21:9 aspect ratio, making it feel like a regular smartphone when folded. Open it up, and you're greeted by a stunning 8-inch Dynamic AMOLED 2X display that's 11% larger than last year's model, with peak brightness now reaching up to 2,600 nits. Great for daytime use.

Despite being thinner and lighter, the Z Fold7 is more durable. The all-new Armour FlexHinge features a slimmer, multi-rail design that improves durability and reduces creasing. The cover display is protected by Corning® Gorilla® Glass Ceramic 2, while the main screen adds a titanium layer and 50% thicker Ultra-Thin Glass for better toughness without bulk. The frame also gets an upgrade with Advanced Armour Aluminium, which is now 10% stronger than before. All this adds up to a foldable that feels sleek yet solid.

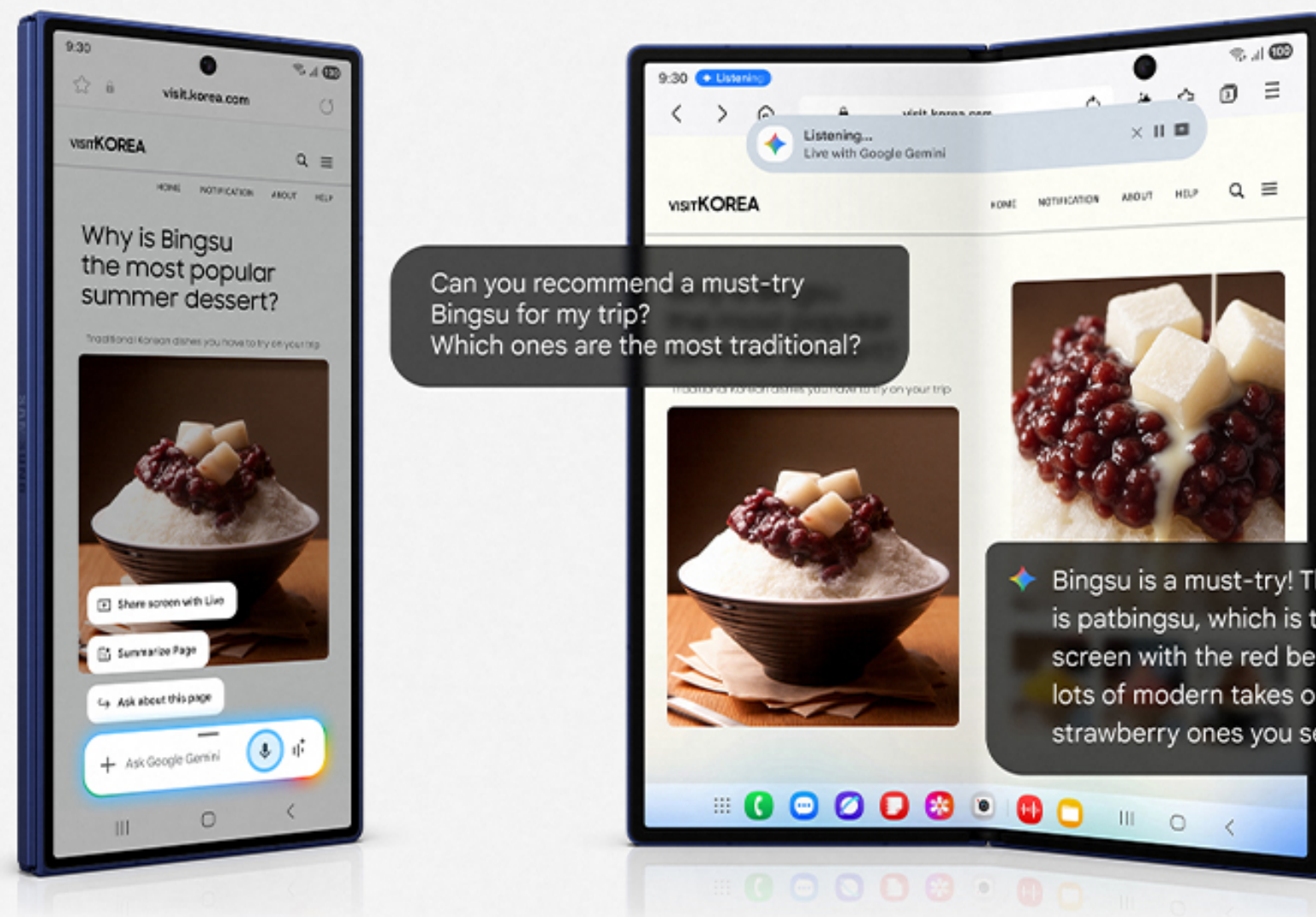
Under the hood, the Galaxy Z Fold7 runs on the Snapdragon 8 Elite for Galaxy, giving it serious muscle for on-device AI tasks. Samsung claims performance

boosts of 41% in NPU, 38% in CPU, and 26% in GPU over the last gen. The power isn't just for gaming or multitasking—it fuels smarter features. With Galaxy AI embedded, you get things like real-time language translation, Generative Edit, and Gemini Live that can now see what's on your screen or through your camera and respond accordingly.

The Galaxy Z Fold7 sports a 200MP wide-angle rear camera, the highest resolution ever in a Fold. It captures up to 4x more detail and is 44% brighter, thanks to improved AI imaging and Samsung's new ProVisual Engine. The 10MP ultra-wide front-facing cam on the main screen makes it easier to snap group selfies or show off more of the world when unfolded. Night Video is improved, intelligently separating motion and background for cleaner low-light footage, with 10-bit HDR for deeper colours and richer contrast.

Samsung is leaning hard into AI-powered creativity. Tools like Photo Assist and Suggest Erases make object removal and background cleanup super easy. Portrait Studio lets you dial in pro-level pet and people shots, while the new Audio Eraser removes wind and traffic noise from your clips in a single tap. Security also gets a boost with Knox Enhanced Encrypted Protection (KEEP), creating secure, app-specific storage areas. Samsung is also rolling out post-quantum cryptography to its Secure Wi-Fi.

The Fold 7 launches this month, starting £1,799.00/AU\$3,099.00.



Samsung has officially unveiled the Galaxy Z Flip7, its latest foldable smartphone that blends cutting-edge AI with a sleek, pocket-friendly design. This isn't just a refinement — it's a rethinking of what a small phone can do. At the heart of the Z Flip7 is a new edge-to-edge FlexWindow, now larger and brighter than ever, enabling users to check notifications, respond to messages, and even run AI tasks without unfolding the phone. With a 4.1-inch Super AMOLED cover display boasting 2,600 nits of peak brightness and a smooth 120Hz refresh rate, it's built for real usability, not just style.

Samsung has also brought full Galaxy AI integration to the FlexWindow. Users can now interact with Gemini Live directly on the cover screen to search with their voice, plan trips, get updates, and even use the camera for real-time assistance. Whether you're asking for restaurant recommendations or comparing outfits, the Z Flip7's AI acts like a proactive, always-there assistant. Features like Now Bar and Now Brief keep users connected with live updates from apps, podcasts, ride share ETAs, or calendar events — all without ever flipping the phone open.

Despite its slim 13.7mm folded profile and lightweight 188g build, the Z Flip7 is more durable than ever, thanks to Corning Gorilla Glass Victus 2, an Armour Aluminium Frame, and a re-engineered Armour FlexHinge. It's also the first Flip to support Samsung DeX, turning the foldable into a mobile workstation when connected to a monitor or TV. Under the hood, it's powered by a new 3nm processor and

FLIP





Black

White

backed by the largest battery to feature in a Z Flip at 4,300mAh. Enough for up to 31 hours of video playback.

Camera capabilities have also improved. A 50MP wide sensor, 12MP ultra-wide, and Samsung's ProVisual Engine, users get detailed, vibrant shots in any lighting. Selfies and FlexCam shots benefit from real-time filters, a new zoom slider, and dual preview, turning the Z Flip7 into a full-on selfie studio — no tripod required.

For users looking for a more affordable foldable, Samsung also announced the Galaxy Z Flip7 FE. It keeps the core Flip experience intact with a 6.7-inch main display, 50MP camera, and a streamlined design available in black or white. It also supports Flex Mode and delivers a clean, compact cover screen experience with helpful Now Brief updates.

The Galaxy Z Flip7 and Flip7 FE launch this week starting at £1,049.00/AU\$1,799.00, and the Flip 7 FE starting at £849.00/AU\$1,499.00.

MKIII



After nearly a decade of silence, Sony has revived its premium compact camera line with the new RX1R III, a long-awaited update to the 2015 RX1R II. At first glance, the RX1R III looks familiar, keeping the same fixed Zeiss Sonnar T 35mm f/2 lens* that debuted with the original RX1 in 2012. But internally, this is a much more modern camera, packed with Sony's latest imaging tech.

The RX1R III now features the 61MP full-frame sensor, paired with the Bionz XR processor and a dedicated AI chip from the a7R V. This combination delivers a major leap in image quality, speed, and autofocus performance. The number of phase-detect autofocus points jumps from 399 to 693, and the camera gains vastly improved face, eye, and subject detection. It seems odd to many that Sony have not updated the lens, but the Zeiss 35mm Sonnar T is a classic design. If anything, the increased resolution, mixed with classic Zeiss rendering may bring more creative and interesting opportunities.

Sony has redesigned the camera's body. It's slightly smaller and lighter, with a cleaner top plate and flush-mounted dials. The pop-up viewfinder is gone, replaced by a fixed rear-mounted EVF with slightly lower magnification. The rear screen is now a high-resolution touchscreen—an overdue upgrade—but it no longer tilts, which some photographers will see as a step back. Battery life is improved with Sony moving to the larger capacity NP-FW50 battery, increasing the CIPA rating to 300 shots per charge.

On the software side, the RX1R III adds new Creative Look

profiles, giving photographers more in-camera colour options. And thanks to the leaf shutter, the camera can sync flash at high shutter speeds—up to 1/2000 sec at f/2—something many modern cameras can't do. It's a feature that opens the door to creative flash photography in bright conditions without needing an ND filter.

What hasn't changed is the RX1R's place in the market. It still targets a niche audience: those who want full-frame image quality in a compact, fixed-lens body. But the competition is now much tougher. Cameras like the APS-C Fujifilm X100VI (which still has a long waiting list, and continues to command high second hand prices) There is also the Leica Q3, Q3 43 and even the medium-format Fujifilm GFX100RF which has redefined what's possible in this space, with its larger sensor and aspect ratio dial.

And then there's the price. At £4,199.00/AU\$8,999.00, with extras like a lens hood and grip sold separately, the RX1R III is not a cheap camera. If it's worth it depends on whether Sony's updated internals, and sleek design outweigh the unchanged lens (which I don't really see as an issue) as well as missing features like a tilt screen, which Leica and FujiFilm both now feature.

The RX1R III marks a welcome return for one of Sony's most unique cameras after a very long wait. It may not be perfect (no camera is), but for photographers who want maximum image quality in the smallest possible full-frame package, this is the most capable RX1 yet.

The RX1R III is available to pre-order now.

Google has confirmed that the Pixel 10 series will launch on August 20, with teasers already live on the Google Store. The Pixel 10 Pro has been revealed first, showing a design nearly identical to the Pixel 9 Pro. Seemingly the only difference is the temperature sensor beneath the camera flash, which helps distinguish the Pro model. The entire Pixel 10 lineup is expected to be powered by the new Tensor G5 chip.

One interesting detail buried in the teaser's backend code references a video in which Gemini helps write a break-up letter to a user's old phone, reinforcing the narrative that AI is now central to the Pixel experience. The Pixel 10 is also expected to receive a more capable triple-camera setup, including a telephoto lens and the same main sensor found in the Pixel 9a, which should offer improved image quality without driving up costs. All models will launch with Android 16 and debut the new Material 3 Expressive design language, which brings a refreshed look and feel to the Pixel UI and will also be available on older devices.

Pricing is expected to remain similar across the lineup, though the Pixel 10 Pro will now start at 256GB of storage, appealing more directly to power users. Alongside the phones, Google is expected to introduce the Pixel Buds 2a and Pixel Watch 4. With seven years of software support and a strong focus on computational photography and AI-driven features, the Pixel 10 series looks to be a thoughtful refinement rather than a dramatic overhaul, ideal for new buyers or those upgrading from older models.

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