

UNPACKED26

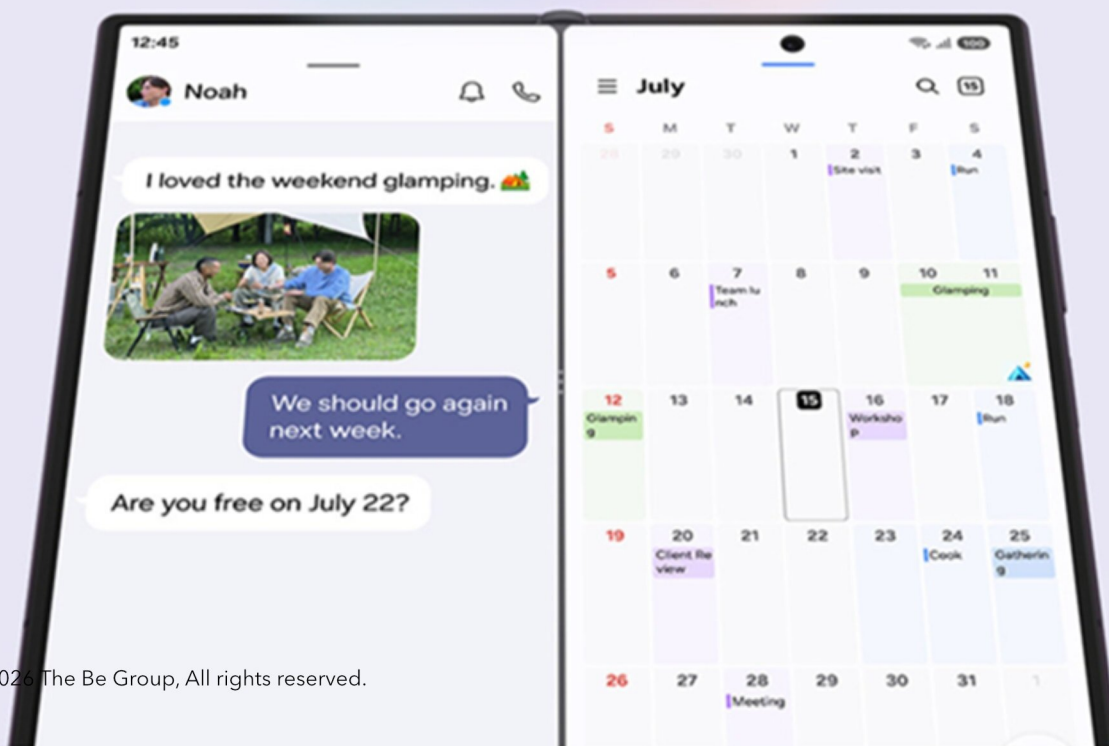
I loved the weekend glamping. 🌿



We should go again next week.

Are you free on July 22?

15 View calendar



For years, Samsung's Ultra devices have represented the pinnacle of the Galaxy portfolio, bringing together flagship performance, professional-grade cameras and the latest innovations in mobile technology. With the Galaxy Z Fold8 Ultra, the company has applied that same philosophy to its foldable range, creating a device that is designed to appeal to power users, content creators and professionals who expect more from their smartphone.

The Fold8 Ultra builds on the strengths of previous foldables while refining almost every aspect of the experience. At its heart is an expansive 8-inch main display that transforms from a conventional smartphone into a tablet-sized workspace in seconds. The larger screen is designed to make multitasking feel more intuitive, whether you're editing documents, comparing multiple apps side by side or reviewing creative projects. Yet despite its generous display, Samsung has managed to make the device slimmer than ever before. Measuring just 4.1mm when unfolded and weighing 215g, it demonstrates just how far foldable engineering has evolved in a remarkably short time.

Photography also receives a significant upgrade. Leading the camera system is a new

200MP main sensor capable of capturing exceptional levels of detail, now enhanced with High Dynamic Range support in full-resolution mode to produce more natural colours and improved contrast. A redesigned 50MP ultra-wide camera broadens the creative possibilities, offering sharper landscape photography, more detailed macro images and greater flexibility when capturing architecture or large group shots. Samsung has also continued to refine its Nightography technology, helping users capture brighter, cleaner photos and videos when shooting in challenging low-light conditions.

For creators who rely on their smartphone for professional-quality content, the Fold8 Ultra introduces a range of advanced video features. Support for 8K recording using the new APV codec provides greater flexibility during post-production, while Cine LUT allows users to apply cinematic colour grading directly on the device. These additions are designed to streamline the creative process, making it easier to capture, edit and publish high-quality content without transferring files between multiple devices.

Powering all of this is the Snapdragon® 8 Elite Gen 5 Mobile Platform for Galaxy, delivering the performance needed for intensive multitasking, AI-assisted

ULTRA





workflows and demanding creative applications. Samsung has paired the processor with a larger 5,000mAh battery, providing the endurance expected from a device intended to support a full day's work and entertainment. A new dual-path 45W charging system improves charging efficiency, while an expanded graphite cooling structure helps maintain consistent performance by dissipating heat more effectively during prolonged use.

Taken together, the Galaxy Z Fold8 Ultra is less about showcasing futuristic technology for its own sake and more about demonstrating how foldables have matured into capable productivity devices. By combining flagship imaging, powerful performance and a refined, lightweight design, Samsung continues to push the foldable category forward, offering a device that feels increasingly ready to replace both a traditional smartphone and, for many users, a tablet.

The Ultra2 is available now starting £1,899.00/AU\$2,999.00 in Violet Shadow, Graphite, Cream and Green Shadow (an online exclusive).

Samsung's most affordable folding phone is the new Galaxy Z Flip8, a device designed for people who want technology to keep pace with the way they live. Built around fast interactions, personal expression and AI-powered convenience, the latest Flip places Galaxy AI at the centre of everyday life through a redesigned FlexWindow and the brand's signature foldable form factor. At just 180g and only 6.1mm thick when unfolded, the Galaxy Z Flip8 is Samsung's slimmest and lightest Flip to date.

The biggest evolution comes in the form of the reimaged FlexWindow, which transforms the cover screen into an AI-first interface. Rather than simply displaying notifications, the FlexWindow now brings together apps, insights and everyday actions, allowing users to access information and complete tasks with fewer steps. Whether checking the day's priorities or responding to timely prompts, the experience is designed to feel intuitive and immediate. The new Now Brief feature delivers relevant updates and suggested next actions directly on the home screen, helping users move seamlessly from information to action. At the same time, Gemini Intelligence is now easier to access from the cover display, enabling connected tasks to be completed through a simple press of the side key or natural voice commands.

Photography also takes another significant step forward, with the Galaxy Z Flip8 building on Samsung's distinctive Flip camera experience. The flexible design encourages more creative ways to capture content, making hands-free photography and video simpler

than ever while offering real-time previews that help users perfect every shot. Whether recording selfie videos directly from the cover screen, taking mirror selfies or using the FlexWindow to frame the perfect image, the Flip8 makes it easy to create polished content without the need for additional equipment. The new 50MP camera supported by Samsung's ProVisual Engine, delivering the most advanced selfie capabilities ever seen on a Galaxy Z Flip. The system is designed to capture detailed portraits with natural-looking skin tones, refined background blur and impressive clarity in a wide variety of lighting conditions.

The foldable design continues to unlock creative possibilities through Flex Mode, allowing the device to stand on its own for hands-free photography from virtually any angle. A redesigned Camcorder Grip with Zoom Rocker offers a more secure and comfortable way to record while on the move, while Super Steady, now enhanced with a Horizontal Lock option, helps keep footage smooth and consistently framed, even during fast-paced moments.

Samsung has also introduced new ways for users to express themselves through the camera experience. FlipShot enables the FlexWindow to be personalised while capturing distinctive mirror selfies, and Mirror View provides a realistic reflection for quick appearance checks before taking a photo or heading out.

The Flip8 is available to order now starting at £1149.00/ AU\$1,949.00 in Graphite, Cream, Pink or Mint (an online exclusive).

FLIP





FOLD8

Foldable smartphones have long promised to combine the convenience of a handset with the versatility of a tablet, but the latest Galaxy Z Fold8 feels less like a compromise and more like a device designed around the way people actually use technology. Rather than focusing solely on bigger screens or headline specifications, Samsung has refined the everyday experience, creating a foldable that moves naturally between quick interactions and longer, more immersive moments.

At the heart of the Fold8 is a display experience tailored to different types of content. The familiar cover screen is designed for the tasks most people return to countless times throughout the day, from replying to messages and scrolling through social media to catching up on the latest headlines. Open the device and the larger 4:3 main display transforms the experience, offering a spacious canvas for streaming films, playing games or simply settling down with an e-book or a lengthy article. It is an approach that feels thoughtful rather than gimmicky, with each screen serving a clear purpose.

Despite offering a larger viewing experience, the Fold8 is also Samsung's lightest Galaxy Z Fold to date, weighing just 201g. Under the bonnet, the combination of the Snapdragon® 8 Elite Gen 5 Mobile Platform for Galaxy and a 4,800mAh battery is designed to deliver the performance and stamina needed to support everything from demanding games to all-day multitasking

without interruption.

Samsung has also turned its attention to durability, introducing its new Flex Titanium display structure. By incorporating titanium into the display support, the company aims to create a slimmer yet more resilient foldable, while reducing crease visibility over time and delivering a smoother, more natural unfolding motion. Combined with a display capable of reaching up to 3,000 nits of brightness, Vision Booster technology and a low-reflection finish, the Fold8 is built to remain clear and vibrant whether used indoors or in bright sunshine.

Photography continues to be a key part of the Fold8 story. Dual 50MP cameras provide high-resolution images across wide and ultra-wide perspectives, while features such as Dual Recording make it easier to capture both sides of a moment. Samsung has also introduced My FanCam, an intelligent feature that automatically tracks a chosen subject and reframes footage into social-friendly formats, reducing the need for manual editing before sharing.

Taken together, the Galaxy Z Fold8 represents another step in the evolution of foldable smartphones, combining refined engineering, thoughtful design and practical features to create a device that adapts to the rhythm of everyday life rather than asking users to adapt to it.

The Galaxy Z Fold8 is available now starting £1,699.00/ AU\$2,699.00 in Lavender, Graphite or Cream as well as Mint (an online exclusive).

ULTRA2



Samsung is pushing its wearable ambitions further with the Galaxy Watch Ultra2, a smartwatch

designed for users who demand serious performance in demanding environments. Built for outdoor adventurers, endurance athletes and high-performance users, the latest addition to the Galaxy Watch range combines rugged durability with advanced health tracking and sports features, while introducing a more refined design that is comfortable enough for everyday wear.

A key focus for Galaxy Watch Ultra2 is helping users train smarter and explore with greater confidence. New dedicated tracking modes for outdoor activities offer more detailed insights, particularly for runners. The Trail Run feature tracks elevation, climbing progress and terrain impact, giving users a clearer understanding of their performance while helping them pace themselves more effectively and reduce the risk of injury. Samsung has also expanded its fitness tools with Nutrition Alert, which works alongside the existing Sweat Loss feature to estimate hydration needs based on body weight and perspiration levels. By providing guidance on when and how much to hydrate, the watch aims to support users through longer and more demanding activities.

The Galaxy Watch Ultra2 also brings professional-level functionality to water sports. Rated IP69K and 10 ATM, and certified to the EN13319 diving standard, the watch is designed to withstand challenging conditions both above and below the surface. It can

automatically track dive metrics including depth, elapsed time and water temperature, all from the wrist. Later this year, Samsung plans to introduce an exclusive Ultra2 Diving app developed with Mares, a leading diving equipment brand, adding advanced features such as ascent and descent speed monitoring and guidance on safe dive limits.

Supporting these capabilities is upgraded hardware designed for endurance and precision. Galaxy Watch Ultra2 features an 800mAh battery, a 35 per cent increase in capacity compared with the previous model, delivering longer-lasting performance for extended adventures. It is powered by the Snapdragon Wear Elite platform, providing faster processing, improved responsiveness and highly accurate GPS tracking. The watch also features an expanded display capable of reaching up to 5,000 nits of brightness, ensuring clear visibility even in direct sunlight.

Despite the larger battery, Samsung has reduced the watch's thickness by 12 per cent through extensive internal redesign. The titanium case remains for shock resistance and durability, while lighter, softer bands improve comfort for all-day wear. The result is a smartwatch that balances rugged performance with a more versatile design, capable of supporting everything from mountain trails and deep-water dives to everyday health tracking and connected experiences.

The Galaxy Watch Ultra2 is available now starting at £649.00/AU\$1,299.00 in Titanium Silver or Titanium Grey with the Marine Band as standard.

Samsung is placing health and wellbeing firmly at the centre of its wearable strategy with the new Galaxy Watch9, a smartwatch designed to help users build healthier habits through continuous monitoring, personalised insights and AI-powered guidance. Aimed at those who want to take a more proactive approach to their health, the Galaxy Watch9 combines advanced biometric tracking with refined hardware, making it easier to monitor everything from sleep quality and fitness to cardiovascular health simply by wearing the device throughout the day.

Designed for round-the-clock use, the Galaxy Watch9 features a lightweight yet durable aluminium case that retains Samsung's signature cushion-inspired design while offering a closer, more natural fit on the wrist. Under the bonnet, Samsung has introduced significant hardware upgrades. Powered by the new Snapdragon Wear Elite platform, the Galaxy Watch9 delivers faster performance and improved efficiency for seamless health monitoring and everyday use. A 390mAh battery provides dependable all-day and overnight performance, while the bright display reaches up to 3,000 nits, ensuring excellent visibility whether users are outdoors in direct sunlight.

At the heart of the experience is Samsung's latest generation of AI-powered health features, driven by the BioActive Sensor. By continuously capturing biometric data, the watch builds a personalised understanding of each user's health before translating that information into practical recommendations. Rather than

simply displaying statistics, Galaxy Watch9 is designed to explain what those measurements mean and suggest meaningful actions to help users improve their overall wellbeing.

Several new features further strengthen Samsung's focus on preventative healthcare. An enhanced Sleep Apnoea feature, supported by FDA clearance and AI algorithms, provides deeper insights into breathing disruptions during sleep. Vitals monitors a user's personal health baseline overnight and alerts them to significant changes, while Heart Health Score offers a simple overview of cardiovascular wellbeing alongside personalised lifestyle recommendations. Fitness enthusiasts also benefit from Daily Cardio Load, which helps optimise training intensity and recovery, while Fitness Index provides a broader picture of overall physical fitness with tailored goals to encourage steady progress. The watch also introduces hearing health monitoring, providing alerts when users are exposed to unsafe noise levels and generating reports to help protect long-term hearing.

Personalisation remains a key part of the Galaxy Watch9 experience. Samsung has expanded its range of interchangeable bands to suit different lifestyles and occasions. New Sports, Misty and Fabric bands offer varying levels of comfort, support and style, allowing users to move effortlessly from workouts and outdoor activities to work and everyday life without compromising on comfort or appearance.

Galaxy Watch9 is available now starting at £349.00/AU\$649.00.

