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Valued

EXTRA



UNPACKED
2024

Almost right after CES wrapped, Samsung held their Unpacked 2024 event to launch their latest Galaxy smartphones to market; the S24 Ultra, S24+ and S24.

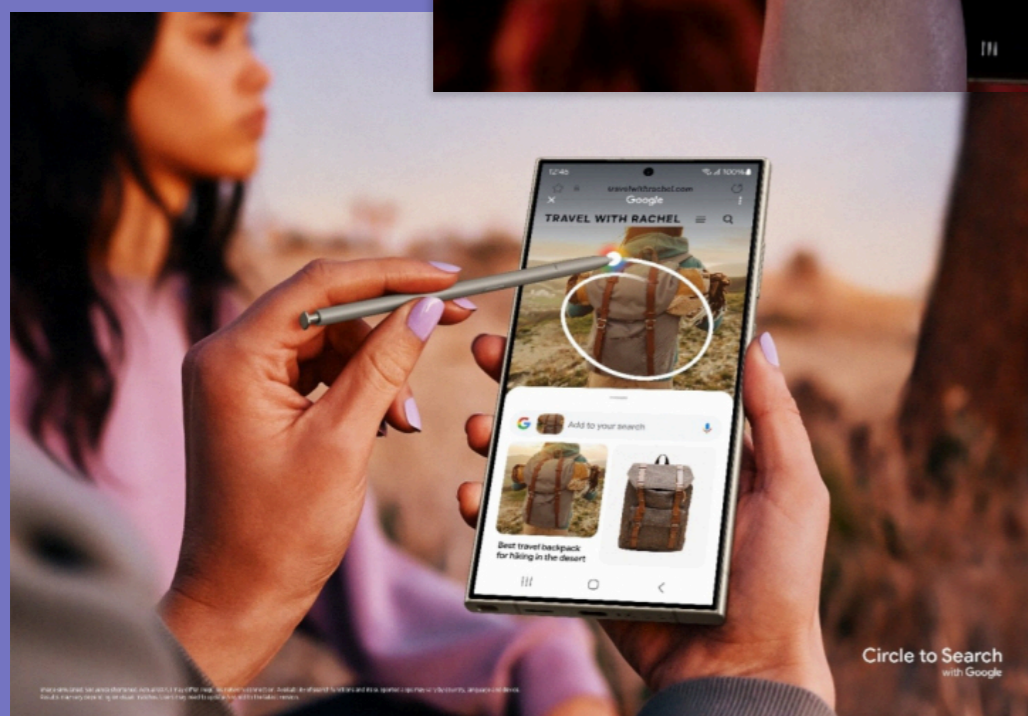
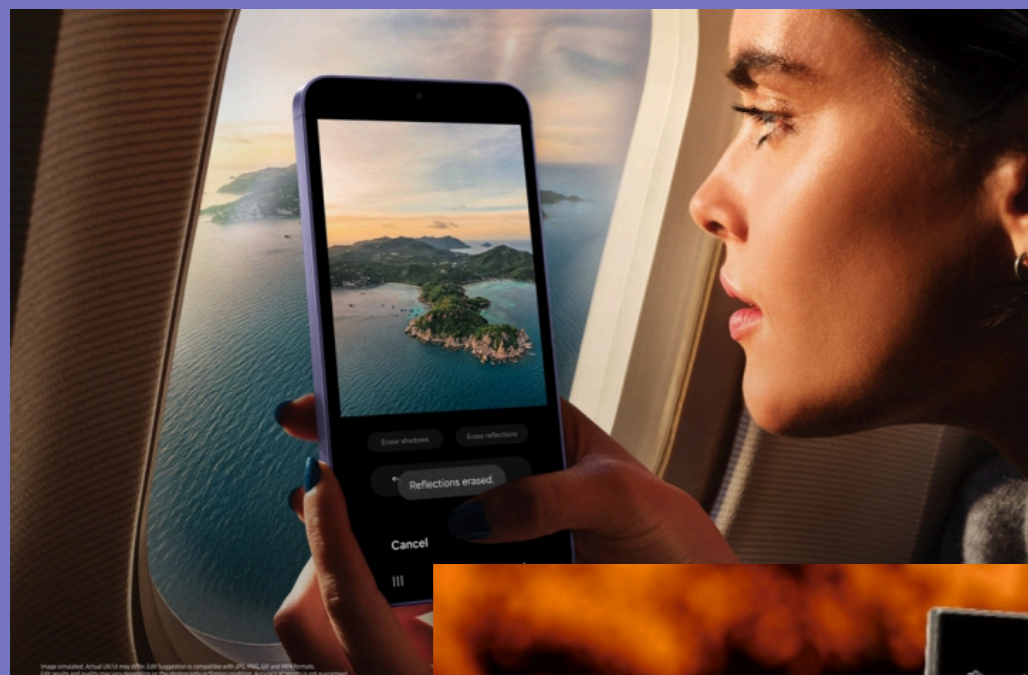
On the surface the biggest change, like the iPhone 15 Pro, is that Samsung have opted for Titanium to construct their latest top of the range model. Their reasoning for this change being its increased durability over aluminium. The use of titanium has allowed Samsung to slim down the device whilst making it more damage resistant than the previous S23. Samsung have also gotten rid of the curved edges to the screen in favour of a flat screen design. The S24 Ultra still has a

S24

slight curve whilst the S24 Plus and S24 have got completely flat screens. The screen on the Ultra is a 6.8-inch QHD+ AMOLED, the S24+ features a 6.7-inch QHD+ AMOLED and the S24 features a lower resolution 6.2-inch FHD+ AMOLED. All of the screens feature Vision Booster (with peak brightness of 2,600nits and Super Smooth 120Hz refresh rate (1-120Hz). The display on Ultra is protected by Corning Gorilla Armour that is not only more durable, but also optically enhanced reducing reflections by up to 75%.

S24 Ultra is powered by a Qualcomm Snapdragon Gen 3 in all regions. However, outside of the US that is not the case for the S24+ and S24 which are equipped with a Samsung





Exynos chipset. Samsung have said that this should not impact the phones capabilities with regards to its AI implementation, which is the one if not the main focus of this new smartphone range, with both local and cloud-based features with Google's Gemini models running on device. Samsung do state that like Apple's latest release, the Samsung S24 will feature ray-tracing.

Various apps utilise the advanced AI features built-in to the Galaxy S24 range. Live **Translate** allows for two-way, real-time voice and text translations within the native app with no requirement for third party apps. **Interpreter** translates live conversations in split-screen view allowing the user to share the text transcription with the other person so they can understand what was said, all without requiring a connection to cellular or WiFi.

Galaxy S24 is the first smartphone to feature a new Google gesture feature called **Circle to Search**. With a simple long press on the home button, users can use S-Pen to circle, highlight, scribble on, or tap anything on the screen to see high-quality search results. For example, circle a landmark in a friends instagram update to learn more about it without having to leave the app. **Note Assist** features AI generated summaries and template creation to streamline notes with pre-made covers and formats. Transcript Assist will transcribe, summarise and even translate recordings using AI and Speech-to-text when there are multiple speakers.

Galaxy S24 camera system has been improved. The Ultra features a new 5x optical zoom lens that works with the 50MP

sensor at all zoom levels, which the previous Galaxy S23 could not. Samsung even state the image should be 'crystal clear' with the enhanced digital zoom at 100x. **Nightography** has been improved even in zoomed in pictures, with its new sensor that features 60% larger pixels at 1.4µm compared with the Galaxy S23. The new phones are equipped with new AI editing tools for simple edits like erase, re-compose or remaster. **Edit Suggestion** will suggest suitable adjustments for for each picture using Galaxy AI. The phones will even feature **Generative Edit** which can fill in the background of any picture using generative AI, similar to the Photoshop function that was introduced in 2023. AI will even fill in image borders if a picture is crooked, or allow for an object to be moved to place the subject in the perfect position adjusting its place in the frame and then filling in the background where it was. Anytime generative AI is utilised a watermark is placed on the image and in its metadata. AI can even be used in video. Instant Slo-mo can generate additional frames to smoothly slow down footage.

Samsung Knox protects users data and S24 users will be able to control how much of their data is used to enhance AI experiences through the phones Advanced Intelligence settings.

The Samsung S24 Ultra will be available in four Titanium colours; Gray, Black, Violet and Yellow starting at £1,249.00/ AU\$2,199.00. The S24+ and S24 will be available in Onyx Black, Marble Gray, Cobalt Violet and Amber Yellow starting at £999.00 for the S24+ and £799.00 for the S24.