



**market
info**



Valued

UNPACKED 2023

Media output

Don't cha wish?
Samsung

02:17

Samsung has announced their latest range of new Galaxy products to bolster their Galaxy ecosystem.

First of these is the new Galaxy Z Flip 5 which includes a number of upgrades on the previous model that has been Samsung's best selling folding phone to date. The first noticeable thing is the new 'Flex Window' on the cover screen which is now 3.78 times larger than the original at 3.4-inches. This screen can now run full Android apps unlike before. Not quite as impressive as Motorola's RAZR flip phones cover display but a big improvement! The Flex Window will feature more customisation options including clocks that match the design of a user's Galaxy Watch series 6. Also, with a quick swipe-up on the screen, users can access Samsung Wallet, access QR codes or coupons, as well as boarding passes, membership cards, and any digital keys or health passes they have. The 6.7-inch OLED screen on the

inside of the phone is unchanged from last year's model. A new Flipsuit Case allow the use of NFC cards which enable matching designs to appear on the 3.4-inch Flex Window complete with animations. Samsung also bundle in two cards with the Flipsuit Case purchase. It's uncertain at this time what the support for this will be like but hopefully, there is a range of inexpensive cards users can purchase to customise their phones.

Big improvements have been made to the folding Flex Hinge which now folds completely flat, leaving no awkward gap like previous models and features less moving parts so in theory there's less to go wrong.

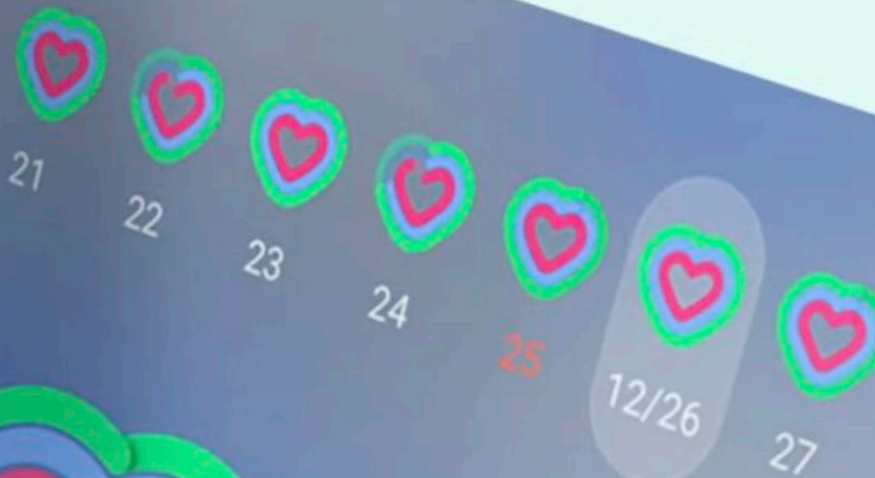
The cameras also remain unchanged with a 12MP Ultra-wide, 12MP Wide and 10MP Front camera with Nightography, AI Camera, Expanded Zoom and AI Stereo Depth Map features.

The phone is powered by a Snapdragon 8 Gen 2 chipset

which has 17% improvement to CPU, 25% improvement to GPU and a 20% faster NPU (neural processing unit) than the previous generation. A 3,700mAh capacity battery should provide all day battery life. The new phone also has a larger starting storage capacity starting at 256GB and there is 8GB of RAM on all models.

In addition to the improved resilience of the hinge, the phone features IPX8 water resistance and is protected by Samsung's Armor Aluminium Frame and Corning Gorilla Glass Victus 2 which is on both the phones displays. The main screens also have added protection in the form of a shock dispersion layer and a redesigned back.

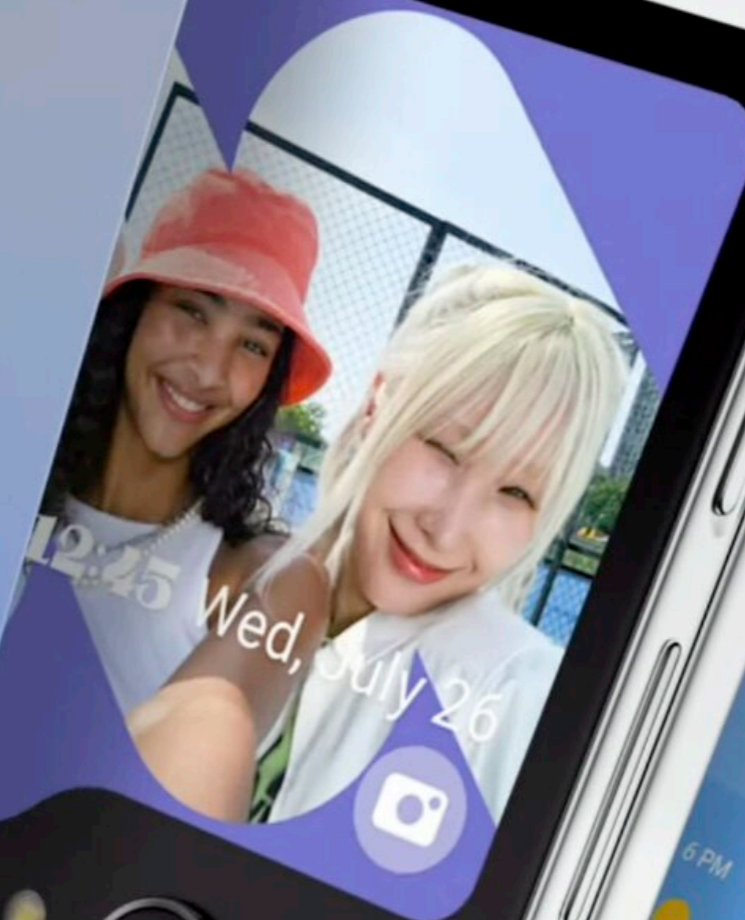
The new phone is available to pre-order now in Cream, Lavender, Mint and Graphite starting at £1,049.00/ AU\$1,649.00.



10,000

80

00



12:45 Wed, July 26

6 PM 6:40 PM 7 PM
3° Sunset 23°8:00 AM Jogging
12:30 PM UX design meeting
12:30 PM Meeting
01:30 PM

The new Galaxy Z Fold 5 like the Galaxy Z Flip 5 is more of an iteration than a revolution but that is to be expected. After all, folding phones were really the most recent revolution in smartphones. They've just had a fairly long road to get to the point where they are actually a viable device. The price is still an issue though, but that is a problem across Samsung and Apple's premium smartphone range in general.

It features the same improved hinge as the Flip, so no awkward gap when folding flat which was particularly pronounced on Samsung's larger folding phone. They have also managed to make the device slightly thinner coming in at 13.4mm when folded. The optional 'S-Pen Fold Edition' has been improved and is now 40% thinner than the previous model and is available with a new case that can store it neatly on the back. It's not stored internally like the Galaxy S23 or Note phones but Samsung seem to be making some headway in making that a reality. Samsung also state that no other S-Pens or styli should be used other than the Fold Edition S-Pens as this could cause damage to the display.

The displays are the same size as the previous models and are variable refresh rate; the 6.2-inch cover screen featuring a range of 48-120Hz and the main 7.6-inch screen with a variable 1-120Hz. The main screen's brightness has seen a

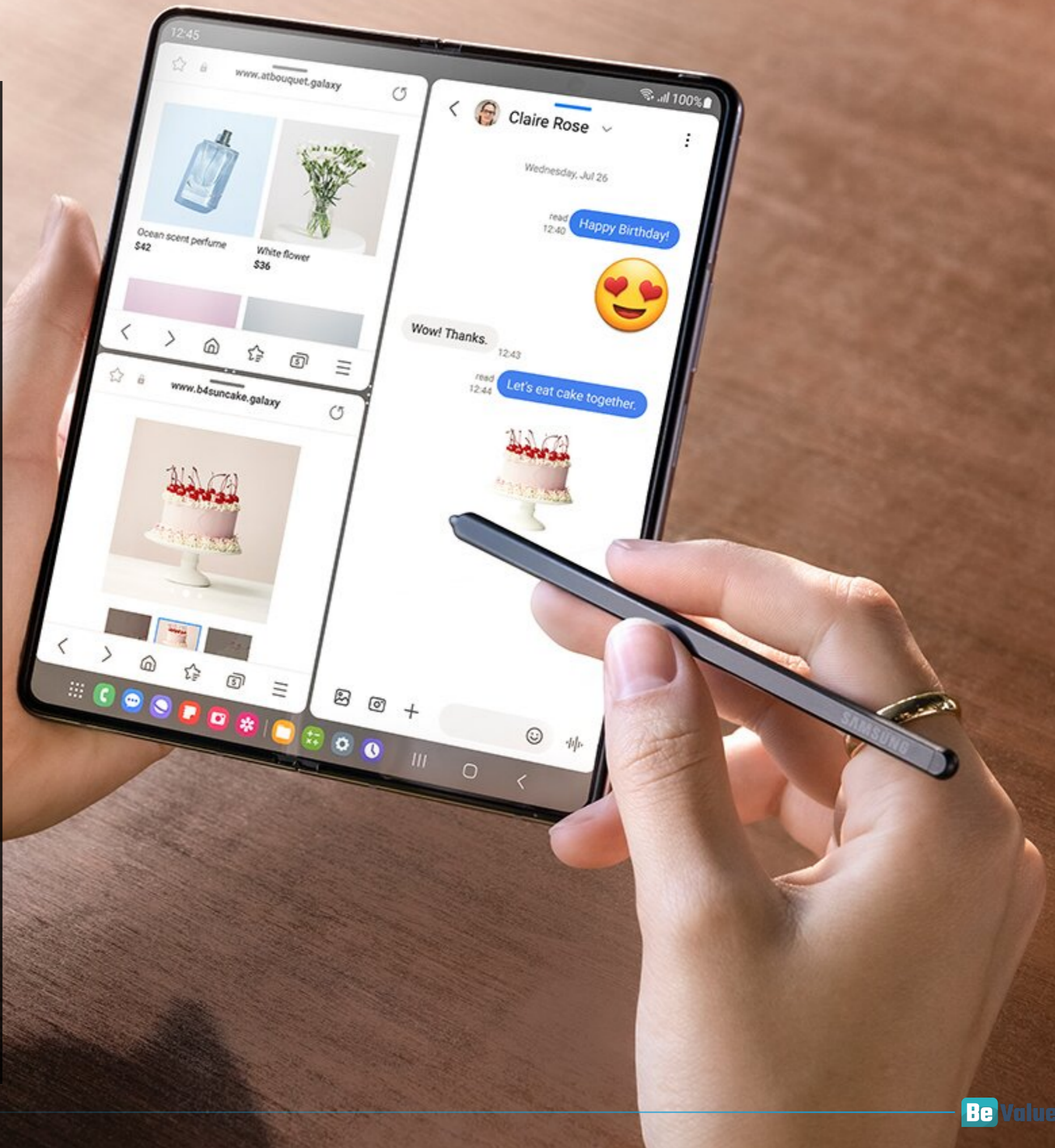
big upgrade now with a peak brightness of 1,750 nits up from 1000 on the previous. This should make it far more usable in daylight settings.

The phones operating system has been optimised as well to make better use of the large display. Users can now set up to 4 recent recent apps with the taskbar holding 12 apps in total for better multi-tasking and three screens can be open at one time.

Like the Galaxy Z Flip 5, the Z Fold 5 features the same Snapdragon 8 Gen 2 processor for 18% improved CPU, 32% improved GPU and 25% improved NPU performance over the previous generation. The phone also features 12GB RAM and storage options of 256GB, 512GB, or 1TB. A 4,400 mAh capacity battery should allow for all-day battery life.

Cameras also look to be the same as last generations with a 10MP Telephoto (3X), 50MP Wide, and 12MP Ultra-Wide around the back. These are joined by a 10MP Cover Screen camera and a 4MP Under Display camera. Finally, the phone is protected by Samsung's Armour Aluminium Frame and has IPX8 rated water resistance.

The phone is available to pre-order now in Icy Blue, Phantom Black and Cream starting at £1,749.00/AU\$2,599.00.





Samsung were very keen to talk about sleep when it came to their new smartwatches: the Galaxy Watch6 and Galaxy Watch6 Classic.

The new watches offer in-depth analysis of what they call "Sleep Score Factors"; total sleep time, sleep cycle, awake time, physical and mental recovery. Users will also receive personalised 'Sleep Messages' which have been co-developed with the National Sleep Foundation each morning providing them with detailed feedback about their sleep. In order to be worn throughout the night, battery life needs to be good of course. Samsung state the new watches have a larger battery and reduced power consumption with a quoted battery life of up to 40 hours. In order to track sleep, users can quick charge the watches for just 8 minutes for an extra 8 hours of charge.

The displays are improved with a higher resolution than Galaxy Watch5. Displays are 20% larger

with 30% slimmer bezels for an improved reading and typing experience. It is also brighter with a peak brightness of 2,000 nits and the capability to adjust the brightness of the Always On Display. As well as slimmer bezels, the cases rotating bezel have also been reduced in size by 15% and the watch is also thinner than before, making it more comfortable. The displays are protected by Sapphire Crystal Glass, something you only see on the more expensive Apple Watch models and they have IP68 and 5ATM ratings for impressive dust and water resistance.

There are new watch faces that make use of the larger displays providing more customisation and information to users and coupled with a new one-click band system for mixing and matching watch bands, users will have a total of 704 unique combinations.

The new watches are available to pre-order now starting at £289.99/AU\$549.00 or £359.00/AU\$669.00 for the Classic.



The last thing Samsung announced were their new range of Galaxy Tab S9 tablets; the Tab S9, the Tab S9+ and Tab S9 Ultra.

The three S9's displays come in 11-inch, 12.4-inch and a massive 14.6-inch. All models feature Samsung's latest Dynamic AMOLED 2X display's which feature a dynamic refresh rate which automatically switches between 60 and 120Hz depending on content to provide a balance between responsiveness or improved battery life. A feature called Eye Comfort reduces eye strain with blue light reduced by 70%. The tablets are much wider than iPads with a 16:10 ratio making them particularly good for TV and movies. The size of the onboard quad speakers has been increased by 20%, and are tuned by AKG with support for Dolby Atmos. Users can also choose from customised sounds setting for gaming, music, voice calls etc.

The tablets are Samsung's first with an IP68 rating for dust and water resistance and with an Armour Aluminium frame these are their most durable tablets to date, perhaps on the market at the moment. For even more protection there is an Outdoor Cover available separately.

The included S-Pen has been redesigned so it too features an IP68 rating. Sensitivity has been enhanced so that there will be less accidental clicks and it will magnetically attach to the tablet for storage and bi-directional charging ensures it gets charge regardless of the direction it is placed in its cradle. The S-Pen can now write in search bars, browsers

and apps stores and users can upgrade to a new S-Pen Creators Edition which features a textured material for a more comfortable grip and wider tilt angle.

Like the new Galaxy Fold phones, the new Tab S9 is powered by Snapdragon 8 Gen 2 chips and for the first time on a Galaxy Tab, an advanced vapour chamber is used to keep things cool with two-way heat dissipation.

Samsung discussed some apps that have been improved and make use of the Tab S9's power and expansive screen size. Buyers of Tab S9 will get a free one year subscription to the full version of GoodNotes which offers a superior journaling and note-taking experience on an Android device for the first time. Notes can also be shared and edited across devices simultaneously. This experience can be further enhanced by the purchase of the NotePaper Screen which magnetically attaches to the Tab S9 and is compatible with the the Smart Book Cover or Book Cover Keyboard. This creates the feeling of writing or sketching on paper. Video editing app LumaFusion was also raised, allowing users to share massive video files that were shot on a Galaxy phones to their tablet so they can take advantage of the large displays to edit, cut etc. Clip Studio Paint has a new 'Simple Mode' that is a new interface that takes advantage of mobile device screens overlaying only simple controls.

The new Tab S9 range is available to pre-order now and starts at £799.00/AU\$1299.00 for the S9, £999.00/AU\$1,699.00 for the S9+ and £1,199.00/AU\$1,999.00 for the S9 Ultra.



Sony's Project Q was announced a couple of months back, but more details have emerged in a recent video leak showing the upcoming handheld running Android.

Not much is known about Project Q outside of a short video and the latest leak. What was confirmed is that the handheld is not a stand-alone console which likely disappointed those wanting a successor to the short lived PS Vita and prior PSP gaming systems. Instead, Project Q will stream games using RemotePlay over Wi-Fi from a PS5 onto its 8-inch 1080p LCD display which is said to run at

60Hz according to the Game Awards host Geoff Keighley. The screen is book-ended by DualSense style controllers. There does not appear to be a TouchPad like the last two generations of Sony controller though, so perhaps the final product will feature this around the back like the PS Vita. If not, then it remains to be seen how the Q will work with games that utilise the TouchPad. The leak appears to show the Q running Android's Tiramisu software.

Alongside the handheld, Sony also announced their first pair of PlayStation earbuds hopefully drawing upon its excellent WF-1000XM4 earbuds. The buds and

accompanying case feature the same design language as the PS5 and whilst not much is known about these either, its expected that they will charge via USB-C and feature built-in mics for party chat. Active Noise cancellation would be the cherry on top but we will have to wait and see. What Sony did announce is that they feature lossless low-latency audio compatible with both PS5 and PC, which they say they achieved using a "new wireless technology".

Both are said to be launching in November so hopefully details should come soon.



DJi have launched another new drone and continue to be unstoppable in the consumer drone space with no real big name competitors doing the same thing as them. Usually, this lack of real competition would cause a market to stagnate, but it seems DJI have no intentions of putting on the breaks and letting someone in!

The most obvious new feature of the new drone is the dual camera array at the front. The DJI Air 3 features two 48MP cameras; a 24mm equivalent f/1.7 wide-angle and a 70mm equivalent f/2.8 medium-tele with 3x zoom, both with large 1/1.3-inch sensors. Its video capabilities are also impressive with 4K 60fps possible on both cameras. 4K 100fps is also possible for slow motion video or 200fps in FHD. Both cameras also support 10-bit D-Log M and 10-bit HLG colour modes. The former retains more highlight and shadow detail for more flexibility when editing, whilst the latter presents a higher dynamic range without the need for colour grading in post.

The batteries have been improved by 48% over the previous generation providing up to 46 minutes of flight time. With the separate charging hub batteries can be charged in sequence, or with the power accumulation feature, at the push of a button, the battery hub transfers the power of the lowest capacity batteries to the battery with the most remaining power.

Air 3 features the same 'Omnidirectional Obstacle Sensing' as the Mavic 3 Pro with a pair of fish eye lenses at

the front and rear for backward, forward, left, right and upward sensing. The bottom is equipped with binocular lenses and a 3D infrared sensor. With Advanced RTH, Air 3 can automatically plan an optimised flight path to the home point whilst remaining safe with its omnidirectional obstacle sensing.

Range has been vastly improved with DJI's next-gen O4 video transmission system which provides up to 20km range with greater stability and a 1080p/60fps live feed with either the RC-N2 controller or the RC 2 with its 5.5-inch FHD display which can be purchased separately, or in one of the more expensive Fly-more packs.

Air 3 features a number of intelligent features like FocusTrack which keeps the subject in the centre of the frame. 2.7k vertical shooting is supported on both cameras for smartphones and instant sharing to social media without the need for cropping later in post. Air 3 connects wirelessly to the LightCut app and allows for One-Tap-Edit which intelligently selects clips based on compositions and the drones flight path to generate a cinematic video.

The new Air 3 drone is available to order right now starting at £962.00/AU\$1,699.00 with Fly More Combo packages available as well.