



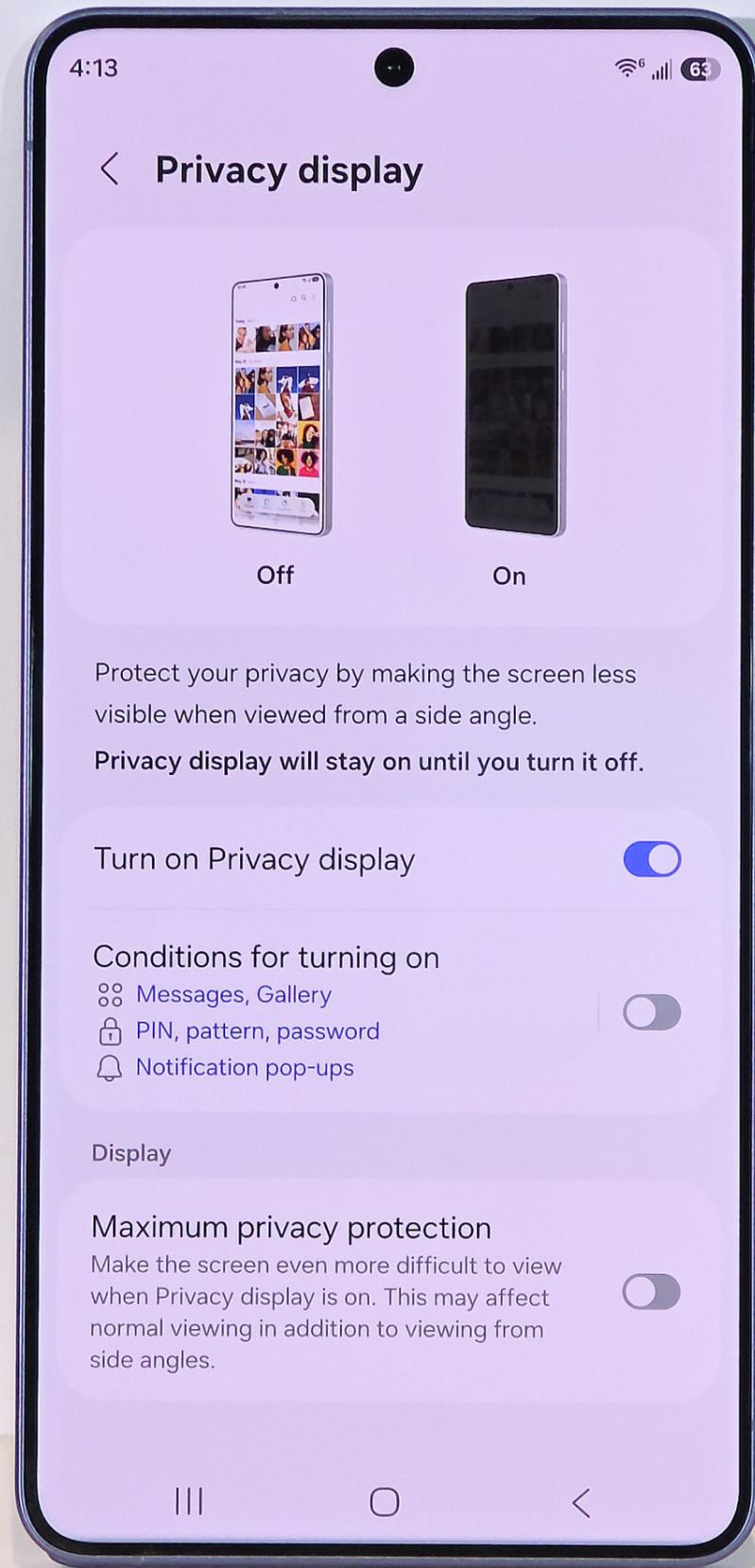
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Samsung's latest Galaxy S26 launch reads less like a spec-sheet update and more like a statement of intent about where smartphones are heading next. With the S26, S26+ and S26 Ultra, Samsung is doubling down on the idea that artificial intelligence should fade into the background, quietly handling complexity so users can focus on outcomes rather than processes. It's an ambitious vision, and one that frames the Galaxy S26 series as Samsung's most confident attempt yet to make AI feel genuinely useful rather than performative.

At the heart of the series is the notion of effortlessness. Galaxy AI has evolved from a collection of clever features into a more proactive system that understands context, anticipates needs and reduces friction across everyday tasks. Whether it's managing schedules, finding information or refining photos and videos, the S26 is designed to cut down the number of steps between intent and result. As Samsung's third-generation AI phones, these devices increasingly handle complex processes behind the scenes, allowing interactions to feel simpler and more natural.

That intelligence sits on top of what Samsung describes as its most advanced Galaxy hardware to date. Performance, camera technology and AI are tightly integrated, forming a foundation that is meant to be dependable throughout a full day of use without compromising security or privacy. The S26 Ultra, in particular, showcases this





approach with a customised chipset and upgraded thermal management that enable faster, more powerful AI while maintaining consistent performance. The result is a phone that aims to feel as responsive at night as it does in the morning.

The S26 Ultra also introduces one of the more striking hardware innovations of the launch: the world's first built-in Privacy Display for a mobile phone. Rather than relying on stick-on filters, Samsung has embedded privacy directly into the display itself, controlling how pixels disperse light to limit side-angle visibility when needed. In everyday use the screen remains bright and clear, but when privacy matters – on public transport or in a café – content becomes far harder for prying eyes to see. It's a subtle but significant shift that reflects Samsung's growing focus on protecting personal data at a more granular level.

Performance gains on the Ultra are driven by a customised Snapdragon 8 Elite Gen 5 Mobile Platform for Galaxy, delivering notable improvements across CPU, GPU and NPU. These gains translate into faster responses, smoother multitasking and richer visuals, all supported by a redesigned vapour chamber that spreads heat more efficiently to keep the device cool under pressure. Fast charging also gets a boost, with Super Fast Charging 3.0 capable of reaching up to 75 per cent in just 30 minutes, reinforcing the idea of a device built for long, demanding days.

On the visual side, Samsung's proprietary processing technologies continue to refine the experience. Enhanced image scaling sharpens text and fine details while smoothing

textures, and more precise colour processing delivers subtler, more lifelike tones. Together, these improvements aim to make everything from scrolling through photos to watching video feel more polished without drawing attention to the technology doing the work.

Photography and video remain central to the Galaxy identity, and the S26 series pushes further into making high-quality capture and editing accessible to everyone. Wider apertures on the S26 Ultra allow more light to reach the sensor, improving low-light photography even at high zoom levels. Nightography video is clearer and more vibrant in dim environments, while upgraded stabilisation options make it easier to keep footage steady during movement. Support for a new professional-grade video codec positions the device as a serious tool for creators who want flexibility without sacrificing quality.

Editing is increasingly conversational. With the latest Photo Assist tools, users can simply describe what they want to change, whether that's altering the time of day in an image, restoring missing details or even changing outfits in photos. Edits can be reviewed step by step and adjusted or undone, making creativity feel exploratory rather than final. Creative Studio builds on this by bringing sketching, prompting and visual refinement into a single space, lowering the barrier between an idea and a finished result.

Beyond creativity, the S26 series aims to simplify routine visual tasks. Document scanning automatically removes distortions and distractions,

combining multiple images into clean PDFs for quick digitisation of paperwork. These kinds of features reinforce Samsung's broader goal: reducing everyday friction by letting AI quietly handle the fiddly bits.

This proactive approach extends to how the phone organises information and suggests actions. Features like Now Nudge and an enhanced Now Brief surface relevant reminders, photos and calendar details at the right moment, helping users stay in flow without feeling interrupted. Searching also becomes more intuitive, with improved visual recognition allowing users to explore multiple elements within an image at once, from clothing to accessories.

Voice and conversational interaction play a growing role too. An upgraded Bixby acts as a more natural device agent, while integration with other AI assistants allows users to complete multi-step tasks with a single request. Booking a taxi or managing settings becomes a background process, reinforcing the sense that the phone is working on the user's behalf rather than demanding constant attention.

As these experiences become more personal, Samsung is placing increasing emphasis on trust. Security and privacy are built into every layer of the Galaxy S26, from AI-powered call screening and real-time privacy alerts to tools like Private Album and expanded post-quantum cryptography. Samsung Knox continues to underpin the platform, protecting data from the chip

level upwards, while new enhancements extend secure encryption across connected Galaxy devices. With a promise of seven years of security updates, the S26 is positioned as a long-term companion rather than a disposable upgrade.

The experience doesn't stop at the handset itself. Paired with the new Galaxy Buds4 series, the S26 extends AI interactions beyond the screen, enabling voice-based assistance, gesture controls and seamless connectivity when hands are busy. It's another example of Samsung's push towards technology that adapts to users, not the other way around.

Visually, the Galaxy S26 series adopts a unified design language across all models, offered in a range of colours that balance familiarity with a touch of flair, including Samsung.com exclusives for those who want something a little different. Taken as a whole, the Galaxy S26 launch feels less about headline-grabbing features and more about refinement, confidence and cohesion. Samsung's message is clear: the future of smartphones isn't louder or more complex, but quieter, smarter and increasingly invisible.

The new range is available on the early March starting at £879.00/AUS\$1,549.00 for the S26, £1,099.00/AUS\$1,849.00 for the S26+, and £1,279.00/AUS\$2,199.00 for the S26 Ultra. The S26 series will be available in four colours: Black, White, Sky Blue and Cobalt Violet.



Samsung Electronics has unveiled the Galaxy Buds4 Pro and Galaxy Buds4, signaling a meaningful step forward in what premium wireless earbuds can deliver when high-fidelity audio and real-world wearability are designed together from the start. The new Galaxy Buds4 series focuses as much on how earbuds feel throughout a full day as how they sound.

Galaxy Buds4 Pro introduces a newly designed wider woofer paired with an enhanced tweeter, expanding the effective speaker area by nearly 20 percent compared to the previous generation without increasing size. The result is a richer, more natural sound profile with clean bass, detailed mids and crisp treble, capable of supporting 24-bit/96kHz high-resolution audio. From subtle orchestral details to deep low-end textures, the Buds4 Pro aims to reproduce recordings with greater accuracy while maintaining balance across genres. Enhanced Active Noise Cancellation further strengthens immersion by reducing everything from low-frequency engine rumble to everyday ambient noise, dynamically adapting as users move between environments like public transit, airplanes or busy streets.

Fit and comfort receive just as much attention. The Buds4 series establishes a new "blade" design identity created through large-scale computational analysis using hundreds of millions of ear data points and more than 10,000 simulations. The earbuds themselves are smaller and more ergonomically shaped to improve stability and comfort during extended wear. A stabilised blade with a premium metal finish and

engraved pinch control area makes on-ear adjustments more intuitive, while the new transparent clamshell charging case emphasises both usability and visual refinement. Galaxy Buds4 offers an open-fit alternative for users who prioritize ease and comfort.

Enhanced Adaptive ANC and EQ analyze each user's unique ear shape and wearing conditions in real time, minimising sound leakage and applying optimal noise-cancelling algorithms on the fly. These adjustments allow the earbuds to fine-tune frequency response and noise reduction dynamically, delivering a personalised listening experience that remains consistent as conditions change throughout the day. For calls, Super Clear Call technology combines super wideband audio with machine-learning-based noise reduction and voice enhancement, doubling the bandwidth of conventional Bluetooth calls so voices remain clear even in loud, unpredictable environments.

The Galaxy Buds4 series also deepens integration with the Galaxy ecosystem. Users can connect their earbuds simply by opening the case, without needing to install additional apps, and manage controls directly through quick settings. Hands-free voice access enables interaction with AI agents such as Bixby, Google Gemini and Perplexity, allowing users to manage tasks, media and information without pulling out their phones. Buds4 Pro adds head-gesture controls for calls and voice assistant interactions, pushing the experience further toward distraction-free, ambient computing.

Buds4 launch 11th March starting at £159.00/AUS\$299.00 and £219.00/AUS\$399.00.



M eet Pixel 10a, the phone that proves you don't have to choose

between looking good, feeling good, and doing good. From the moment you pick it up, the vibe is clear: this is a thoughtfully designed device that's as easy on the eyes as it is on the planet. The completely flat back and seamlessly blended camera bar mean it slips into your pocket without a second thought and lies perfectly flat wherever you set it down. No wobble, no fuss — just clean, modern design that feels intentional.

Sustainability is baked into every detail. Pixel 10a is made with more recycled materials than any A-series Pixel before it, including recycled cobalt, copper, gold, and tungsten for the first time. The satin-finish frame is crafted from 100% recycled aluminum, paired with an 81% recycled plastic back cover. It's a phone you can feel good about using every day. And because style still matters, Pixel 10a arrives in a refreshed color lineup that balances calm sophistication with a pop of personality: Lavender, Berry, Fog, and Obsidian.

This is also the toughest A-series Pixel yet. With IP68 water and dust protection and upgraded Corning® Gorilla® Glass 7i, Pixel 10a is built to handle real life — from accidental drops to everyday scratches. The 6.3-inch Actua display is brighter than ever, delivering an 11% boost over Pixel 9a so your photos, videos, and messages stay vibrant even under direct sunlight.

Battery anxiety? Not here. Pixel 10a charges faster than its predecessor and delivers over 30 hours of battery life,

stretching up to 120 hours with Extreme Battery Saver turned on. Add seven years of OS updates, security updates, and Pixel Drops, and this is a phone designed to stick with you for the long haul.

For peace of mind, Satellite SOS arrives on the A-series for the first time, helping you connect with emergency services even when Wi-Fi and cellular service aren't available. And when it comes to capturing life as it happens, Pixel 10a punches way above its price. With a 48MP main camera and a 13MP ultrawide, it delivers the best camera under \$500. Macro Focus captures the tiniest details, Night Sight shines after dark, and a new wave of AI-powered photo tools makes every shot easier — and more fun — to take.

Under the hood, Pixel 10a is powered by the Google Tensor G4 chip, unlocking the full Gemini experience. From natural, back-and-forth conversations to creative photo reimaginings, your phone feels more like a helpful companion than a device. Sharing is seamless too, with Quick Share now working across platforms — yes, even with AirDrop®.

Starting March 5, Pixel 10a is available for £499/AUS\$849.00 at the Google Store and major carriers, with matching cases in every colour so you can keep things coordinated — or mix it up and make it yours.

Also launching alongside the Pixel 10a are the Pixel Buds 2a in two new colours, Berry and Fog complementing the launch of the new phone.

10a



Sony has finally embraced a truth the open-ear market has been quietly proving for years: when it comes to earbuds, one shape does not fit all. With the launch of the LinkBuds Clip, the company moves away from the familiar in-ear silhouette and into a clip-style design that rests on the outer ear rather than sealing the ear canal. It's a notable shift for a brand that helped popularise open-ear listening with the original LinkBuds, yet hesitated to abandon an in-ear form factor while rivals experimented more boldly.

The LinkBuds Clip follow the now-established clip formula. A small speaker pod sits in the ear's concha without blocking the canal, connected by a flexible cuff to a battery module that rests behind the ear. The result prioritises comfort, stability, and awareness of the surrounding environment—key reasons many users gravitate toward open-ear designs in the first place. The aesthetic leans understated rather than flashy, with soft pastel finishes alongside basic black. Optional silicone case skins, sold separately, add a layer of personalisation and protection, even if they introduce minor practical compromises.

Functionally, the clip design brings meaningful advantages. Comfort is improved for extended listening, and compatibility with glasses is largely friction-free. Sony also includes small silicone cushions to help users with smaller ears achieve a secure fit. Water resistance is rated at IPX4, sufficient for sweat and light rain, though several competitors offer more robust protection at

lower prices.

Some trade-offs are harder to ignore. The charging case is bulkier than many alternatives and omits wireless charging. Control customisation is another weak spot. While tap gestures are reliable and glove-friendly thanks to accelerometer detection, Sony limits how functions can be assigned. Users must choose between grouped control schemes, forcing compromises between playback control, voice assistants, and other shortcuts.

Where the LinkBuds Clip clearly justify their existence is sound quality. Open-ear earbuds are notoriously challenged by bass and overall fidelity, yet Sony is reported to deliver an impressively balanced, spacious sound. Equaliser options are available through Sony's app, but the default tuning holds up well on its own. Volume output, however, falls short of ideal, especially in noisy environments—an ongoing limitation for the open-ear category as a whole.

Call quality remains a strong suit. The inherent transparency of open-ear listening reduces vocal fatigue, and Sony's microphones handle wind and background noise competently, if not flawlessly in extremely busy settings. Battery life is rated competitively.

Ultimately, the LinkBuds Clip are comfortable, stylish, and among the best-sounding open-ear earbuds available. Yet true to form, Sony prices them at a premium. For listeners who prioritise audio quality above all else, that premium may be defensible. The LinkBuds Clip are available for £179.99/ AU\$329.95.

CLIP

