
market info
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NEO 2

DJI has never been slow to spot a trend, but with the original Neo it was clear the company was responding to a shift rather than leading it. Follow-me drones without controllers were already proving their worth, and DJI's first Neo felt like a careful, slightly cautious answer. It worked extremely well, added the comfort of optional traditional controls, and crucially allowed buyers to spend as much or as little as they liked. It was a smart, flexible product.

The Neo 2 feels far less cautious. This is DJI throwing everything it knows at the idea of a hands-free, intelligent camera drone, and the result is genuinely impressive. Safety has taken a big leap forward with omnidirectional sensing, prop guards and a LiDAR system at the front, while usability improves thanks to a small LED display and clearer feedback from the drone itself. It still launches from your hand, still understands simple gestures almost instantly, and still works perfectly well without a controller, but everything feels more confident and more capable.

Visually, the changes are obvious. Extra sensors, a dual-antenna setup and a more expressive front face give the Neo 2 a distinctly more serious feel. The upgraded 2-axis gimbal is one of the most important improvements, delivering smoother footage without leaning heavily on digital stabilisation. In practice, that means better results in real-world conditions, especially when the light drops or the wind picks up.

Tracking is smarter too. ActiveTrack holds on more reliably, the new cycling mode shows real anticipation, and while it's not infallible, it feels a noticeable step up from the original. Watching a nine-year-old intuitively understand how to launch and control it without fear or frustration says a lot about how approachable the Neo 2 has become. At the same time, optional remote control and long-range transmission mean it can still grow with you if you want more traditional flying.

At £209/AU$409.00 for the drone alone, with a Fly More option at £289/AU$549.00, the Neo 2 lands in a sweet spot. Battery life is the only real compromise, but even then it's respectable, and spare batteries transform the experience. This isn't a replacement for higher-end camera drones, but it doesn't need to be. The Neo 2 makes capturing good footage easier, safer and more fun than ever, and in doing so it feels less like a gadget and more like a glimpse of where personal drones are heading next.

CRISIS

Not long ago, RAM was the easiest part of a PC to ignore. You picked a sensible capacity, made sure the speed matched your motherboard, installed it, and never thought about it again. Today, memory has become one of the most volatile and consequential parts of the entire technology market, and the impact is spreading far beyond enthusiast desktops.

What looks like a straightforward price surge is actually the result of several slow-burn changes colliding at once. DRAM production is concentrated in the hands of just three companies — Samsung, SK Hynix, and Micron — and for years they have been preparing to move away from older, less profitable memory standards. DDR4 and LPDDR4 were meant to fade quietly as cheaper options, but instead they are being retired faster than demand is disappearing, creating shortages where there should have been abundance.

Then AI spending exploded. Training and running modern models requires enormous amounts of fast memory, and not the kind consumers buy. High Bandwidth Memory and server-grade DDR5 deliver far better margins and long-term contracts, so manufacturers have understandably redirected wafers toward hyperscalers and data centers. Every wafer used for AI is one that never becomes consumer RAM, and the consequences are now visible in retail pricing. DDR5 kits that felt reasonable only months ago now look uncomfortably expensive. Spot and contract prices are rising together, a sign that supply is tight across the entire market. Even legacy standards like DDR3 and DDR4 are becoming more expensive as production is cut. Entry-level laptops remain stuck at 8GB, budget smartphones at 4GB, and ambitions for more capable, AI-ready client devices are quietly being rolled back.

Micron's decision to exit the consumer memory and storage market makes this shift impossible to ignore. The Crucial brand acted as a stabilising force for years, keeping pricing competitive simply by existing. With its gradual disappearance, consumer memory is left in the hands of fewer suppliers at a time when demand elsewhere is far more attractive. Less competition, stronger enterprise demand, and limited capacity is a familiar recipe, and it rarely ends with lower prices.

The effects are already spilling outward. Graphics cards are getting more expensive as GDDR pricing climbs. Mobile devices are next, as LPDDR costs rise. Even SSD prices are starting to creep upward after years of decline as NAND capacity is pulled toward enterprise workloads. PC makers are warning customers that current quotes won't hold, and price increases are being framed not as a possibility, but as an inevitability.

There are ways to ease the pressure, but none are quick. Data centers are experimenting with memory pooling and reuse to stretch existing capacity, which may slightly reduce demand for new DDR5. New fabs are planned, but building DRAM capacity takes years and billions of dollars. The other release valve would be a slowdown in AI investment, but betting against that momentum is increasingly hard.

RAM hasn't become more important to consumers. It has become more important to someone else. The same factories that once churned out cheap, plentiful memory are now feeding a very different class of customer, and they are being rewarded for it. Memory has shifted from background component to structural bottleneck, and until supply, priorities, or demand change, it's likely to stay that way.

Where this leaves the home computer market, games consoles, smartphones and much more remains to be seen, but at the moment things are not looking good!

PLAY

Handheld gaming specialist Ayaneo is stepping into new territory with the unveiling of its first smartphone, the Ayaneo Pocket Play, and it's doing so with a design that feels both novel and unapologetically nostalgic. Rather than chasing foldable screens or oversized slabs, Ayaneo has opted for a sliding display that pushes upward to reveal a proper gaming control layout, complete with a d-pad, AXBY face buttons, and two virtual joystick touchpads.

The Pocket Play was teased quietly last month, but it's now been formally revealed through an exuberant Ayaneo blog post and an accompanying Kickstarter page. Details, however, remain frustratingly scarce. There's no confirmation yet on the processor, display size, or other core specifications. Still, Ayaneo's track record with Android-based gaming handhelds, such as the Snapdragon-powered Pocket S, makes it a safe bet that this will be an Android device at heart.

That choice comes with trade-offs. Native PC gaming will likely require emulation tools like Winlator, which can be fiddly to set up, though Android emulation itself has reached an impressively mature state. For many players, that may be an acceptable compromise if the hardware delivers on comfort and portability.

What's immediately appealing is the form factor. The sliding mechanism evokes memories of devices like Sony Ericsson's Xperia X1 or Sony's PlayStation-branded Xperia Play, both of which leaned into physical controls at a time when smartphones still experimented boldly with shape and function. In an era dominated by glass slabs and delicate foldables, the Pocket Play's arc-slider design feels like a deliberate throwback—and possibly a practical one.

Foldable gaming handhelds remain rare, and while foldable phones are increasingly common, they still demand careful handling and premium budgets. A sliding phone sidesteps those concerns, potentially offering a more durable and genuinely pocketable alternative. As Ayaneo explores this design space, the Pocket Play raises an intriguing question: rather than bending screens, is it time to slide back toward making gaming devices small enough to truly live in a pocket again?

TRI

Samsung has never been shy about redefining what a smartphone can be, but with the introduction of Galaxy Z TriFold, the company is making one of its boldest statements yet. After more than a decade of refining foldable devices, Samsung is now moving beyond the familiar single hinge to unveil a multi-folding phone designed for the mobile AI era—one that aims to reconcile portability, performance, and productivity in a single device.

At first glance, Galaxy Z TriFold feels like the culmination of Samsung's foldable journey. Closed, it maintains a slim, pocketable profile. Opened once, it feels expansive. Opened twice, it transforms into a full 10-inch display, blurring the line between phone and tablet. The ambition is clear: a device that adapts seamlessly from quick interactions on the go to immersive work and entertainment.

That philosophy runs through the engineering. The inward-folding design protects the main display, while a precisely engineered dual-hinge system enables smooth, stable movement across two folds. Measuring just 3.9 mm at its thinnest point, the device still delivers flagship performance, powered by the customized Snapdragon 8 Elite Mobile Platform for Galaxy, a 200-megapixel camera, and the largest battery ever used in a Samsung foldable. Its 5,600 mAh three-cell battery is distributed across all three panels for balanced power delivery, supported by 45 W super-fast charging.

Premium materials and rigorous quality control underpin the design. A titanium hinge housing, Advanced Armor Aluminum frame, and reinforced back panel combine durability with thinness.

The 10-inch display is where Galaxy Z TriFold truly comes alive. Once fully opened, it functions like three 6.5-inch smartphones side by side, enabling fluid multitasking with multiple apps, resizable windows, and persistent layouts. The Taskbar makes it easy to resume complex workflows instantly, and familiar Samsung apps have been optimized to take full advantage of the larger canvas. Samsung DeX turns Galaxy Z TriFold into a portable desktop. With optional external displays, keyboards, and mice, users can create a full workstation almost anywhere, switching effortlessly between workspaces and tasks.

Galaxy AI enhances the experience further, scaling naturally to the larger screen. Creative tools, browsing assistance, and Gemini Live's multimodal AI feel more intuitive and powerful, enabling real-time, contextual help without constant app switching.

Entertainment benefits just as much. The Dynamic AMOLED 2X display delivers smooth visuals at up to 120Hz, impressive brightness, and minimized creasing, creating an immersive viewing experience that still slips easily into a pocket when closed.

Galaxy Z TriFold is expected to debut in Korea on December 12, 2025, with additional markets to follow.

ZR

Nikon's ZR feels less like a cautious experiment and more like a clear statement of intent. As the first camera in Nikon's new Z Cinema line following its acquisition of Red, it brings professional-grade color science into a price bracket that was previously out of reach. Based closely on the Z6 III, the ZR repurposes familiar hardware for video-first shooting, combining Nikon's proven sensor and processor with Red's cinematic look.

At £2,199.00/AU3,499.00, the ZR is aggressively priced. It sits far below Red's own Komodo and Raptor cameras and significantly undercuts rivals like Sony's FX3 and Canon's EOS C50. In some regions it's even cheaper than the stills-focused Z6 III, helped by the removal of an electronic viewfinder. The result is a compelling entry point for videographers curious about the Nikon–Red ecosystem and photographers looking to step into serious filmmaking.

That video-first focus is immediately apparent in the design. The ZR's boxy, minimalist body is clearly intended for rigs, with a large 4-inch vari-angle touchscreen replacing the viewfinder as the main interface. Controls are pared back to essentials, centered around a prominent record button and customizable inputs. It may feel unfamiliar to long-time Nikon photographers, but for video work the layout quickly proves intuitive.

Internally, the ZR mirrors the Z6 III, sharing its 24.5MP partially stacked sensor, Xpeed 7 processor, autofocus, stabilization, and ISO performance. Stills are entirely possible, but video is the clear priority. The headline feature is Red Color Science and 12-bit RAW recording in the new R3D NE format, allowing footage to integrate smoothly with higher-end Red cameras while keeping costs and complexity lower.

RAW video is demanding, both in storage and processing, but Red Picture Controls provide cinematic looks straight out of camera, easing the learning curve. Video options extend up to 6K and 4K at 60p, with higher frame rates introducing a crop. The absence of open-gate recording is a disappointment, though one that could be addressed via firmware.

Despite its performance, the ZR is fanless, relying on its magnesium alloy body for heat dissipation. This enables full weather sealing and silent operation, which in turn allows for one of its standout features: in-camera 32-bit float audio. Combined with capable built-in microphones and Nikon's new digital shotgun mic, the ZR can capture high-quality sound without external recorders.

In use, the ZR delivers strong autofocus, solid dynamic range, and footage with an immediately filmic character. While some rivals still edge ahead at extreme ISOs, the overall balance of performance, usability, and price is hard to ignore. With the ZR, Nikon and Red have delivered a compact, affordable cinema camera that feels like the beginning of something much bigger.

15R

At a glance, the 15R looks like it wandered in from a previous OnePlus family reunion. Its design closely mirrors the OnePlus 13s and 13T, and it still feels uncomfortably close to Apple's recent iPhone aesthetic. With one fewer camera, it even reminds me of the iPhone 12 I've stubbornly held onto since 2020. The redesign does come with meaningful upgrades. Waterproofing has been bumped up to IP69K, putting it on par with the OP15 and making it resilient enough to withstand heated, pressurised water. The Alert Slider is gone, replaced by the new Plus Key, which works much like Apple's Action button. You can map it to things like launching the camera or toggling Do Not Disturb, and while it's not groundbreaking, it's practical and well implemented.

OnePlus positions the 15R as the choice for people who want a bigger phone, thanks to its 6.83-inch display. In reality, side by side with the OP15, the difference is negligible. Both phones are large, and your feelings about that will be settled within seconds of picking one up. The display itself is excellent. Gaming can push up to 165Hz, and brightness tops out at 1,800 nits.

Under the screen, OnePlus has added an ultrasonic fingerprint sensor which is quick, accurate, and sensibly placed. Powering the phone is Qualcomm's Snapdragon 8 Gen 5. It's a step down from the Snapdragon Gen 5 Elite found in the OP15, and the benchmarks make that very clear. The OP15 runs circles around the 15R on Geekbench. But outside of charts and numbers, the difference largely disappears. Everyday apps fly, multitasking is seamless, and even demanding games like Diablo Immortal and Wild Rift run beautifully.

OnePlus didn't cut corners elsewhere. You still get 12GB of LPDDR5X Ultra RAM and 256GB of UFS 4.1 storage, matching the base OP15. Battery life is also excellent clocking an impressive 38 hours. The included 55W SUPERVOOC charger takes the pain out of topping up, getting you from zero to full in under an hour. The real sacrifice becomes obvious when you look at the camera array. OnePlus has dropped the telephoto lens entirely, and the remaining cameras appear unchanged from last year's 13R. The new 32MP selfie camera with autofocus is a welcome upgrade, but it can't save the overall experience. Like the OP15, the 15R takes acceptable photos in good light and quickly falls apart once conditions become tricky.

Software support remains a mixed bag. OxygenOS 16 is fast, polished, with slick animations, and thoughtful AI features like Mind Space for organising and summarising screenshots and notes.

After all of this, the conclusion is straightforward. The OnePlus 15R is a phone for people who don't care much about photography. If that describes you, it excels where OnePlus traditionally shines. The 15R launches in the new year for initially for £629.00/AU$1,499.00.