# Samsung launches Galaxy S25 Ultra with premium features



Samsung has launched its latest flagship smartphone, the Galaxy S25 Ultra, with expectations for it to be a significant player in the market when it becomes available in 2025. Priced starting at £1,249, the device aims to entice consumers seeking a premium experience. Its design remains largely similar to its predecessor, maintaining a sleek black monolithic appearance, with only slight adjustments such as more rounded corners.

The Galaxy S25 Ultra boasts a robust build, featuring a titanium body paired with a glass back, available in a variety of colours, all designed to deliver a premium feel. Users will find familiar controls for volume and power along with an integrated S Pen, which has faced some criticism due to the removal of its Bluetooth functionalities.

The device immerses users in its 6.9-inch OLED display, renowned for its brightness, sharpness, and smoothness, as well as a glare-free experience. The screen is constructed from Gorilla Armor 2 glass, ensuring durability, although it is typical for users to purchase protective cases for such high-end devices.

Under the hood, the Galaxy S25 Ultra is powered by the Qualcomm Snapdragon 8 Elite processor, combined with 12GB of RAM, enabling seamless multitasking and overall efficient performance. The 5,000mAh battery offers up to two days of usage under normal conditions and supports both 45W wired and 25W wireless charging options. Storage capabilities extend from 256GB to an impressive 1TB.

Samsung has equipped the S25 Ultra with an advanced camera setup, which includes a 200MP wide sensor, a 50MP 5x periscope telephoto lens, a 10MP 3x telephoto lens, and a 50MP ultrawide sensor, providing users with a versatile photography experience. The front-facing camera features a 12MP sensor tailored for high-quality selfies and video calls.

The smartphone operates on Android 15 with Samsung's One UI 7, praised for its user-friendly interface reminiscent of Apple's iOS. The integration of artificial intelligence is a focal point for the device, with Google's Gemini chatbot embedded, allowing users to access multiple applications simultaneously for tasks like searching for bookings and adding events to calendars.

However, the practical applications of AI in the S25 Ultra have been met with some skepticism. While Samsung's efforts signify a commitment to evolving technology, the immediate practical benefits appear limited.

In the past, the S Pen functionality has received mixed reviews; although it remains a popular feature for some, the latest model's lack of Bluetooth has led to disappointment among users accustomed to its remote capabilities.

Consumer feedback has largely praised the Galaxy S25 Ultra for its performance, display quality, battery life, and camera capabilities. Irshad noted, “The Samsung Galaxy S25 Ultra delivers top-notch performance, a stunning display, and an excellent camera,” while Andrew remarked on the remarkable improvement over previous models, stating it provided a “night and day” difference in user experience.

As alternatives in the premium smartphone market, consumers might consider the OPPO Find X5 Pro 5G, Apple iPhone 16 Pro, or Google Pixel 9 Pro XL. Despite the competition, the Galaxy S25 Ultra positions itself strongly, appealing to those ready for an upgrade into premium smartphone territory.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.phonearena.com/galaxy-s25-ultra-release-date-price-features-news> - This URL supports the claim about the Galaxy S25 Ultra's design, featuring a titanium frame and Corning's glare-free glass, as well as its display and performance specifications.
* <https://sammyguru.com/galaxy-s25-ultra-specs/> - This URL corroborates the information about the Galaxy S25 Ultra's specs, including its storage options, RAM variants, and the removal of Bluetooth functionality from the S Pen.
* <https://www.phonearena.com/galaxy-s25-ultra-release-date-price-features-news> - This URL provides details about the Galaxy S25 Ultra's battery capacity, charging options, and camera setup, aligning with the article's descriptions.
* <https://www.phonearena.com/galaxy-s25-ultra-release-date-price-features-news> - This URL supports the claim about the Galaxy S25 Ultra's operating system, mentioning Android 15 and Samsung's One UI, although it does not specifically mention One UI 7.
* <https://www.phonearena.com/galaxy-s25-ultra-release-date-price-features-news> - This URL confirms the Galaxy S25 Ultra's pricing and availability, although it mentions a starting price of $1,299.99, which is slightly different from the £1,249 mentioned in the article.