# The Shortcut newsletter rounds up key tech launches and updates for 2025



The Shortcut newsletter, curated by Matt Swider, offered its readers a comprehensive update on the latest developments across the consumer technology landscape, highlighting significant product launches, software updates, and exclusive offers available to subscribers.

One of the spotlight stories centred on the recent pre-order frenzy for the Nintendo Switch 2 console. With the console priced at $449 and an increase in the cost of accessories accompanying the new device, Swider provided expert insights to assist consumers in selecting the best complementary peripherals. Additionally, the newsletter includes a detailed guide to the entire launch lineup of Nintendo Switch 2 games, following the official reveal on 2 April.

On the smartphone front, Motorola unveiled its new Razr series for 2025 during an event in Manhattan. The trio includes the Razr Ultra, Razr Plus, and Razr. The Razr Ultra, retailing at $1,299, represents the premium offering with enhanced cameras and a larger battery, while the Plus and standard models feature modest improvements in durability and performance over last year’s versions. The new phones are scheduled to go on sale the following month and are positioned to compete with the upcoming Samsung Galaxy Z Flip 7.

Adobe MAX London showcased significant upgrades to Adobe’s Creative Cloud suite, releasing new AI-driven tools aimed at streamlining creative workflows. Highlights include enhanced background removal capabilities in Photoshop, new colour adjustment options, and the introduction of video animation features powered by Adobe Firefly’s AI models. The Firefly suite itself expanded with text-to-video and image-to-video features that are commercially safe to use, as well as new collaborative tools called Firefly Boards, now in public beta. Adobe is also preparing to launch a dedicated Firefly app for both iOS and Android devices. Premiere Pro received an AI-powered media intelligence search and tools to extend video clips in 4K resolution, coupled with AI-driven translation features for captions and voiceovers to support broader audiences. Lightroom introduced improvements in subject-specific retouching and landscape selection for enhanced photo editing.

Samsung introduced its Odyssey G8 G81SF gaming monitor, a 4K QD-OLED display with a 240Hz refresh rate, priced at $1,299. The monitor boasts vibrant colours, 1000 nits peak brightness, and cutting-edge features such as a fanless cooling system and a glare-free coating to mitigate reflections. Although it requires robust graphics hardware to fully utilise its capabilities, it is positioned as a top-tier gaming display option available through Samsung, Amazon, and Best Buy.

Roku has announced its 2025 TV lineup, including the Pro Series, Plus Series, and Select Series models. The Plus Series TVs receive a considerable upgrade with Mini LED technology, previously exclusive to the Pro Series, alongside faster processors and improved memory architecture promising enhanced performance. The Pro Series TVs now feature twice the contrast ratio and improved audio with Sound Stage technology, while the Select Series expands its offering with a new 85-inch screen size. Pricing and availability details are expected to be announced later.

Nintendo also confirmed the pre-order date for its forthcoming GameCube-style controller for the Switch 2. Available for $64.99 through the My Nintendo Store exclusively, pre-orders open on 13 May, with early access granted to invitees between 8 and 12 May. The controller introduces additional buttons, including ZL, C, capture, and home buttons, and is designed to function outside the Nintendo Switch Online app but is incompatible with the original Switch console.

Rumours surrounding Apple's forthcoming iPadOS 19 suggest significant multitasking enhancements. The update is expected to introduce a menu bar when the iPad is connected to the Magic Keyboard and an upgraded Stage Manager 2.0 feature. This would mark a shift toward a more laptop-like user experience. Apple is anticipated to reveal iPadOS 19 at its Worldwide Developers Conference scheduled for 2025.

In the imaging sector, Insta360 has launched the X5 8K 360º camera featuring a larger sensor and a new Triple AI Chip image processor. The camera supports 5.7K60fps HDR recording, offers superior low-light performance with 8K30fps PureVideo, and includes an InstaFrame mode that simultaneously captures auto-framed flat video alongside full 360-degree footage. The upgraded camera body allows for removable lenses and incorporates a built-in wind guard, underscoring a significant advancement over its predecessor, the X4.

The newsletter also featured a selection of discount codes for gaming gift cards and subscriptions exclusively available to paid subscribers. These included a $100 PlayStation gift card available for $83.88, a $50 Nintendo Gift Card for $45, and a 3-month Xbox Game Pass Core subscription for $14. Swider encouraged readers to support The Shortcut’s ongoing work through paid subscriptions or by referring others.

Overall, the newsletter provides a detailed perspective on key technological advances expected in 2025, ranging from gaming, mobile devices, creative software, and display technologies to new multimedia hardware offerings. Readers of The Shortcut are kept abreast of these developments with in-depth analysis, hands-on experiences, and practical buying advice.

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