# AI development hits a plateau as Samsung challenges Apple with ultra-slim S25 Edge



In this week's edition of "Tech Tidbits," we navigate through a landscape of technological advancements and challenges with a sense of both wonder and caution. From the intriguing dilemma facing artificial intelligence to Samsung's latest groundbreaking release, and a celebrity confrontation highlighting digital ethics, the tech world never fails to present a kaleidoscope of narratives that provoke thought and inquiry.

### The AI Slowdown: When Speed Hits a Red Light

In an industry renowned for its rapid advancements, unsettling signals suggest that the artificial intelligence sector may be approaching a crucial turning point. An analysis indicates that reasoning models such as OpenAI's latest offerings might soon encounter significant performance plateaus, reminiscent of a congested highway where innovations struggle to gain traction. Current methods, particularly those utilised in large language models (LLMs), grapple with inherent limitations. Factors like hardware failures, shrinking data availability, and power shortages are introducing barriers to progress.

Amidst these challenges, several companies, including OpenAI, Anthropic, and Google DeepMind, are exploring innovative approaches to enhance AI capabilities. For example, OpenAI's nascent model 'o1' embraces human-like reasoning to tackle problems more effectively. Techniques such as 'test-time compute' are becoming pivotal, focusing on enhancing AI's functionality during deployment rather than relying solely on pre-training. This strategic shift could reshape the competitive landscape in the AI space, potentially diminishing Nvidia's longstanding dominance in the chip market—a transformation indicating a deeper evolution within the sector.

### Samsung's S25 Edge: When Slim Is In

Samsung has unveiled its thinnest smartphone to date, the Galaxy S25 Edge, a device so remarkably slender at just 5.8mm that it appears almost impossibly sleek. Targeting a demographic of younger consumers eager for high-performance yet portable devices, Samsung’s launch is notably timed to pre-empt Apple’s anticipated release of a rival phone. Equipped with a vibrant 6.7-inch OLED display and sophisticated AI features, the S25 Edge exemplifies the company's commitment to merging lightness with power, although it notably lacks a telephoto lens, sparking discussions about design compromises and functionality.

The phone will be available initially in South Korea and later in the United States and other markets, with a starting price of around $1,100. Samsung's strategy reflects its competitive nature as it recently surpassed Apple in global smartphone market share, achieving a remarkable 20% in the first quarter of 2025. However, caution looms on the horizon as the company has acknowledged potential challenges stemming from tariffs that could impact the demand for its products in the upcoming quarters.

### Jamie Lee Curtis vs. Zuckerberg: A Deepfake Drama

In a compelling intersection of celebrity and technology, actress Jamie Lee Curtis publicly confronted Mark Zuckerberg over the circulation of a deepfake advertisement that featured her likeness without consent. This incident, which highlights growing concerns regarding the ethical implications of AI-generated content, resulted in Meta's prompt removal of the ad. Curtis's staunch reaction serves as a reminder that while technology races forward, societal and ethical standards must evolve concurrently, ensuring that advancements do not outpace responsible usage.

As deepfake technology continues to advance, companies must grapple with the potential consequences. The incident accentuates the necessity for stricter regulations and ethical guidelines to navigate the complex terrain of AI-generated media, reaffirming the responsibility that platforms have in safeguarding against misuse.

### G is for Gradient: Google's Subtle Logo Change

In a quieter but equally noteworthy shift, Google has introduced a gradient refresh to its iconic ‘G’ logo, suggesting a rebranding that balances aesthetic evolution with consistency. This change, currently limited to the Google app on mobile platforms, raises speculation about a more extensive brand transformation on the horizon. Drawing parallels to the arts, this subtle adjustment illustrates how even tech giants are keen to maintain relevance in an ever-evolving digital landscape, potentially signalling broader trends in corporate branding.

### Thought-Provoking Conclusion: The Tech Metamorphosis

As we chart the currents of technological change, it becomes evident that the industry is undergoing a profound metamorphosis. The setbacks faced by AI developers echo a period of self-reflection within a field that has long celebrated ceaseless innovation. Concurrently, Samsung's drive for ultra-slim devices redefines expectations of portability and performance, while the deepfake controversy serves as a stark reminder of the ethical responsibilities accompanying technological progress. In a world where digital transformation is the norm, the question remains: how do we balance ambition with accountability?

Navigating this complex landscape requires vigilance and adaptability, reminding us that while technology can reshape our lives, it is our commitment to ethical standards that will ultimately determine its impact. As we continue to explore these themes, one can only hope that our curiosity remains charged and our critical faculties alert.

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

## Bibliography

1. <https://www.besttechie.com/tech-tidbits-ai-slowdown-samsungs-slim-new-edge-and-jamie-lee-curtis-vs-zuckerberg/> - Please view link - unable to able to access data
2. <https://www.reuters.com/technology/artificial-intelligence/openai-rivals-seek-new-path-smarter-ai-current-methods-hit-limitations-2024-11-11/> - Artificial intelligence companies, including OpenAI, are developing new methods to enhance AI capabilities as current large language model (LLM) techniques face limitations. Challenges such as hardware failure, depletion of accessible data, and power shortages have hindered progress. Techniques like 'test-time compute,' which enhance AI models during their usage phase, offer promising alternatives. OpenAI's new model, 'o1,' adopts human-like reasoning to solve problems, demonstrating the potential of this approach. As researchers and companies like Anthropic, Google DeepMind, and xAI also explore similar techniques, the demand for AI hardware shifts from massive pre-training clusters to distributed inference clouds. This transition could impact the competitive landscape, potentially reducing Nvidia's dominance in AI chip markets.
3. <https://www.reuters.com/world/asia-pacific/samsung-launches-slimmest-smartphone-races-against-rival-apple-2025-05-13/> - Samsung Electronics has unveiled its slimmest flagship smartphone, the S25 Edge, featuring enhanced artificial intelligence and a sleek 5.8mm body. Aimed at younger consumers seeking portable yet high-performance devices, the launch strategically precedes Apple’s anticipated release of a thinner iPhone later this year. The S25 Edge will be available in South Korea on May 23 and in the U.S. on May 30, with plans to expand to about 30 countries, including China and European markets. Priced from $1,099, the phone has a 6.7-inch display, cutting-edge AI capabilities—including real-time multimodal camera and voice interaction—and redesigned internal components to maintain performance and manage heat despite the slim profile. Samsung executives emphasized that the device balances design with performance, addressing concerns about potential overheating. The company recently overtook Apple in global smartphone market share in Q1 2025, capturing 20% compared to Apple’s 19%, according to Counterpoint Research. However, Samsung warned that second-quarter shipments might be impacted by tariff risks potentially affecting demand.
4. <https://www.reuters.com/technology/artificial-intelligence/openai-rivals-seek-new-path-smarter-ai-current-methods-hit-limitations-2024-11-11/> - Artificial intelligence companies, including OpenAI, are developing new methods to enhance AI capabilities as current large language model (LLM) techniques face limitations. Challenges such as hardware failure, depletion of accessible data, and power shortages have hindered progress. Techniques like 'test-time compute,' which enhance AI models during their usage phase, offer promising alternatives. OpenAI's new model, 'o1,' adopts human-like reasoning to solve problems, demonstrating the potential of this approach. As researchers and companies like Anthropic, Google DeepMind, and xAI also explore similar techniques, the demand for AI hardware shifts from massive pre-training clusters to distributed inference clouds. This transition could impact the competitive landscape, potentially reducing Nvidia's dominance in AI chip markets.
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