



Samsung Galaxy S25 Ultra 17.5 cm (6.9") Dual SIM Android 15 5G USB Type-C 12 GB 256 GB 5000 mAh Silver, White

Model: SM-S938BZSDEUE

Manufacturer: SAMSUNG

EAN: 8806097022459

Product Code: 856952

R22,587

Simple. Impactful

Galaxy S25 Ultra's rounded design expresses a unified identity for the Galaxy S series. With its sleek and strong titanium frame and a built-in S Pen, it's an ultra-modern, vision of bold design.

Ring in the next era of mobile AI with an AI companion who's one step ahead of your every need. Just let natural conversation guide the way to checking off everyday tasks with ease.

Press, talk, done

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Seamlessly complete your tasks without having to switch between various apps. Simply long press the side button to tell Google Gemini what you need using natural language and it'll take care of things in one go.

Go live, get answers

Have free-flowing conversation with Gemini Live to brainstorm ideas or prepare for presentations by attaching images and getting real-time responses that adapt to your conversation style.

Personalised briefings for your day

Get personalised briefings throughout the day from the all-new Now Brief.

Start your morning with a run-down of the day ahead and get reminders of your busy schedule.

Then, recap on the day's events in the evening with daily insights.

Circle it, find it. Hear it, find it

Circle to Search with Google allows you to instantly search anything on your screen. Just circle an object—including images, videos or text—with your finger or the S Pen, and you'll get AI Overview results immediately. You can even search for a song that you hear in the moment without switching apps.

A sound studio at your fingertips

Footage of subjects is seen with soundwaves across the middle. In Audio Eraser, selected unwanted noise can be reduced from 0 to minus 100. At minus 100, Mute is highlighted.

Filter out unwanted background noise from your videos and make them share-worthy with Audio Eraser. Galaxy AI fine-tunes your audio by adjusting different types of sound including voices, music, wind and more.

Your own personal health coach

Keep up with your health goals by tracking your Energy Score. Sync with Galaxy Watch or Ring and receive personalised insights and coaching such as an analysis of your sleep, activity and heart rate.

Personal data stays personal

The Personal Data Engine combines and processes your primary data and provides tailored

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suggestions. It encrypts this data and saves it on your device with Knox Vault, making it inaccessible to anyone else.

Have control over your Galaxy AI. You can decide where to process it, either on-device or in the cloud.

We've further improved security across Galaxy connected devices with Knox Matrix Trust Chain technology. Now you can monitor the security of other devices right from your Galaxy smartphone.

Our most advanced AI ProVisual Engine

Our next-gen ProVisual Engine is now boosted by our powerful processor—allowing you to capture, view and edit for our best camera and editing experience yet.

Less noise, more clarity

Now you can shoot in improved 10-bit HDR for a more stunning videography experience. Our advanced AP also delivers more precise noise removal meaning you won't have to worry about grainy night footage again.

Look your best in every light

Our Object-aware Engine detects light in the environment and precisely recognises subjects. Flaunt your natural skin tones and textures as your eyes see them.

The sharpest details from Wide to Tele and even Ultra Wide

Focus on the extraordinary in the ordinary and capture precision detail macro shots with our new 50 MP Ultra Wide camera.

From Ultra Wide shots to our Telephoto camera, photos are clear and vivid at any angle. Our AI enhanced ProVisual Engine then improves colour and details for next-level clarity.

Space Zoom. See the unseen

See further than you ever thought possible by flowing from 1x seamlessly to 100x with our AI-enhanced Space Zoom.

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Pro-level shooting to editing

Master every shot with Expert RAW

Shoot like a professional photographer with Expert RAW. After taking your pics, the RAW files are saved into your gallery, ready for a flexible range of editing.

Create cinematic masterpieces with Log Video

Capture more highlights and shadows without the need for professional equipment by simply shooting in Log video. Then, use expert tools to handle detailed edits like colour grading without losing quality.

The most powerful processor, customised for Galaxy

Introducing our most powerful processor, customised for Galaxy. With improved real-time ray tracing and Vulkan optimisation, dive deep into the action with ultra-smooth gameplay thanks to Snapdragon® 8 Elite Mobile Platform for Galaxy.^{20,21,22}

Upscaled with precision. See the difference

ProScaler enhances resolution by using advanced AI-algorithm processing to deliver a viewing experience in high definition without having to adjust the display settings.

Long-lasting battery life

Our pioneering mDNle technology has been built into our custom-made AP, and with software optimisation, battery usage time is enhanced so you can enjoy hours of watching videos.

Up to 1 TB storage

Store it all with 12 GB of memory and up to 256 GB, 512 GB or 1 TB of storage.

All new One UI 7, built for AI

Now Bar

Get direct access to your Now Brief alerts, music, timer and more from the all-new Now Bar without having to unlock your phone.

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Widget

The new home screen is yours to control with highly-customisable layouts and redesigned widgets.

Notification

See what's in action right now. Live notifications let you monitor on-going activities such as timers and voice recordings on the Now Bar, status bar or even at the top of your regular notification panel.

Better together with Galaxy

Sync Galaxy S25 Ultra with other Samsung devices in the Galaxy for smart, connected living

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