

6 features the Galaxy S24 Ultra will need to beat the iPhone 15 Pro Max

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Every year, Apple and Samsung try to compete with each other, bringing new innovations to their flagship products. Although both are highly competitive, sales clearly show that the iPhone is in a class of its own, topping the list of best-selling phones soon after its launch.

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1. The camera system is more optimized

Samsung did a great job with the Galaxy S23 Ultra's camera system. There are big improvements across the board like better video quality, better low-light performance, improved dynamic range, and the massive 200MP camera is no gimmick.

That shows that some long-standing problems with cameras on Samsung phones still exist. First, photos taken from the main lens, ultra-wide lens, and telephoto lens look slightly different in color and contrast, leading to inconsistent results.



More importantly, shutter lag can cause unwanted blur in your photos, especially when taking high-resolution photos or fast-moving objects. The iPhone's faster shutter speed helps prevent camera shake, giving you peace of mind that you don't need to take multiple photos of the same subject to ensure clear results.

In addition, high-end Galaxy models sometimes over-process images, making your photos look a bit unnatural. When it works as intended, Samsung's image processing is actually quite pleasing and makes your photos shareable. Because of this, you never really know what the final result will be when shooting.

2. Software efficiency similar to iPhone

You probably already know that iPhones offer longer battery life despite having a smaller physical battery, and they can keep more apps in memory despite having less RAM. Both of those things are thanks in part to the iPhone's unprecedented software efficiency.

Android as an operating system requires more power to run, and when you put a custom skin on top (such as Samsung's One UI or OnePlus's OxygenOS), which most manufacturers do to make a difference, the efficiency will decrease further.

Apple's proprietary iOS operating system is much more optimized, ensuring minimal power consumption. If Samsung wants to compete with the iPhone in the long run, it also needs to focus on improving performance in addition to adding a larger battery and more RAM.

3. Titanium frame is more sturdy

One of the biggest new features of the iPhone 15 Pro series is a grade 5 titanium frame that is not only stronger but also lighter than the stainless steel frame used on previous iPhone Pro models. In fact, titanium has the highest strength-to-weight ratio of any pure metal; it is about 45% lighter than steel but still strong.

Stainless steel is a stronger but heavier metal than the aluminum that Samsung uses on its high-end Galaxy lines. Simply put, pure titanium is lighter and as strong as stainless steel, which is therefore stronger but heavier than aluminum.

Titanium is also highly resistant to corrosion, having a higher melting point than stainless steel and aluminum, making it able to withstand harsher environments. If Samsung doesn't want to be left behind, it needs to switch to using titanium on the Galaxy S24 Ultra.

4. Chips are more efficient



Samsung sources its chips partly from Qualcomm and partly from its own semiconductor division. The former is an off-the-shelf solution (and thus not Galaxy-specific) and the latter has proven uncompetitive even with Qualcomm's Snapdragon chips, as evidenced by Exynos' poor reputation .

However, Apple designs its own chip and can optimize it specifically for the iPhone. Additionally, Apple Silicon is manufactured by TSMC, while Qualcomm Snapdragon and Exynos were previously manufactured by Samsung's own foundry. Simply put, Qualcomm Snapdragon and Exynos are not as good at making chips as TSMC – or at least not yet.

So, if Samsung wants to avoid losing users to Apple, it needs to continue using TSMC-made chips like the Snapdragon 8 Gen 2 on the Galaxy S23 Ultra, or upgrade its foundry to match the 3nm process. of TSMC. This will allow high-end Galaxy series to increase battery life and run console-quality mobile games.

5. Support from third-party application developers

Since Apple only releases a few new iPhone models each year, it's much easier for app developers to optimize their apps and games for the iPhone. But there are many Android companies, each releasing many different models in a year.

For this reason, Android phones receive a solution that is not one-size-fits-all. If Samsung continues to work with more app developers to optimize popular apps and games for the Galaxy, it may have a chance to beat the iPhone.

6. AI software features similar to Google Pixel

It's not just better cameras, more power, and increased battery life that make a smartphone great, but also the overall experience it delivers and how it makes your life easier. For example, Google Pixel phones come with useful AI features like Call Screen, Magic Eraser, Hold for Me, Photo Unblur, etc.

Apple has also added some AI-powered features like Voice Isolation which helps block out background noise during phone calls and Personal Voice which creates a "synthesized voice that sounds like your own" for at-risk users loss of ability to speak.

Samsung phones have a lot of features, but when it comes to AI-powered features that actually solve real-life problems, it seems like Samsung needs to do more to keep up with the competition.

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