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IMAGE CREDITS: ULTRAHUMAN

GADGETS

Ultrahuman stakes a claim to luxury smart rings with trio of 18K gold and pt950 platinum bands

Natasha Lomas 7:00 AM PST • January 7, 2025

Smart ring maker [Ultrahuman](#) took the wraps off a trio of extra shiny smart trinkets at [CES 2025](#) on Tuesday, adding a premium jewelry option to its range of wellness wearables. It's given the Ring line the

brand name Rare, a neat verbal echo of the company’s mainstream smart ring, the [Ring Air](#).

The Indian startup is touting the new “luxury” smart rings as a world-first because, while smart rings are always jewelry, the materials that wrap the tracking technology inside the Rare Rings are a cut above the norm: Two of the models (or “pieces”) are coated in 18K gold (sourced from London Bullion Market Association-approved refineries and hallmarked by the Bureau of Indian Standards, per Ultrahuman), while a third, silver-hued band is pt950 (95%) platinum.

Founder and CEO Mohit Kumar confirmed to TechCrunch that the luxury line is “a whole new category” for the smart ring maker. This isn’t a limited edition foray into the high end, such as you might see via a designer collaboration. Rather it’s an ambitious attempt to push smart rings to new aspirational heights, with, naturally, pricing to match: Rare Rings will retail between £1,500 and £1,800 (excluding local taxes).

That’s in the region of \$1,900 to \$2,250 based on current exchange rates — considerably more than the \$349 starting price for Ultrahuman’s Ring Air. Hence the “luxury” label.

Will consumers want to shell out so much for such a dinky gadget? That remains to be seen, but the Apple Watch has already broken ground when it comes to premium wearables. And Ultrahuman’s smart rings don’t require a subscription to access the main tracking features like [Oura’s rings](#) — you’ll only have to splurge once.

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IMAGE CREDITS:ULTRAHUMAN

Smart jewelry

“We expect the ideal buyer to be someone who not only prioritizes their health and well-being but also desires products that reflect their personal values and sophisticated designs,” Kumar told TechCrunch. “Rare speaks to those who seek exclusivity and purpose in the choices they make. This is the beginning but there’s so much more to come. Imagine the best of jewelry designers in the world expressing their art in a unique way with the best of technology.”

He said the company was inspired to take things up a gear by user requests to make the device even more of a “prized personal possession.”

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“We’ve seen people using Ring Air in engagement proposals, gift to their loved ones, and many other social occasions. If you see Ultrahuman’s Instagram page, you’ll see many stories of people pairing the ring with their favorite dress or coupling it to make their preferred ensemble with other things they cherish,” he said. “From an industry perspective, we see significant potential in the luxury smart ring category, driven by a confluence of growing health awareness and the appeal of luxury.”

Sand and silicon

The first trio of Rare rings are being styled as the “Desert Collection,” with each piece apparently inspired by natural elements, as their names suggest: “Dune” is a gold-toned band; then there’s “Desert Rose” (pictured above in close up), which is rose gold in color; and “Desert Snow,” the silver-colored platinum ring.

Aside from the use of premium metals, another notable design element is the brushed finish of the bands, which sport “finely crafted grooves.” Ultrahuman’s marketing suggests the effect achieved is both “smooth yet textured” to the touch, as well as possessing light-reflecting “crystalline” qualities as the wearer moves. (But note there’s no actual gemstones, as yet. Something for a future collection, perhaps?)



IMAGE CREDITS:ULTRAHUMAN

Under the surface bling, the Rare trio packs the same tracking tech as Ultrahuman’s Ring Air — including photoplethysmography and six-axis motion sensors — allowing them to serve up a wealth of metrics on the wearer’s sleep, movement, heart rate (HR), heart rate variability (HRV), stress, skin temperature, and more. (For a deeper dive into Ultrahuman’s kit, read our [2023 Ring Air review](#).)

There is an added perk in the form of an “exclusive suit of benefits” for Ring Rare users — including lifetime access to “UltrahumanX,” the company’s coverage and benefits program. Rare owners also get complimentary access to all PowerPlugs — software add-ons that can further dial up customization — including current paid ones (such as [AFib detection](#)) and future launches.

Availability

The Ring Rare will debut in Europe in Q1 2025 starting in the U.K. and France. It will only be available in select premium retail locations. The first two retailers to stock the collection are luxury high-end department stores: Selfridges London, where the company’s Ring Air has already been ranged, and Printemps Paris.

Kumar also confirmed it plans to expand availability to other markets following launch, noting: “There will be more locations added such as New York, Milan, and India, too.”



IMAGE CREDITS:ULTRAHUMAN

[Smart ring maker Ultrahuman has its eye on Oura's crown](#)

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Natasha was a senior reporter for TechCrunch, from September 2012 to April 2025, based in Europe. She joined TC after a stint reviewing smartphones for CNET UK an...

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GADGETS

Samsung launches Z Fold7 and Z Flip7, adds a cheaper Z Flip7 FE to its foldable lineup

Ivan Mehta 7:00 AM PDT · July 9, 2025

IMAGE CREDITS: SAMSUNG

For the past few years, Samsung has released two foldable phones at its Unpacked event. This year, however, the company has added a cheaper model to the lineup, the Z Flip7 FE, which sees the new Z Fold7 and the Z Flip7 taking up the foldable flag for the Korean hardware giant.

Samsung has once again sought to make its phones thinner, though the new models are thinner than last year's iterations.

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The company has also updated the pricing: The new Z Fold7 is [\\$100 costlier than the Z Fold6](#), retailing at a starting price of \$1,999. Samsung hasn't increased the \$1,100 starting price of the new model in the Z Flip line.

The new Z Flip7 FE is priced at \$899 to attract people looking for a new form factor under the \$1,000 price mark.

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Z Fold7

Samsung’s new foldable flagship, Z Fold7 is a bit lighter than its predecessor, with the measuring scale topping out at 218 grams (compared to the Fold6’s 239 grams). It’s quite a bit thinner, too, measuring 8.9 mm when folded, down from the Fold6’s 12.1 mm girth.

The cover screen on the Fold7 is also bigger, now sporting a 6.5-inch dynamic AMOLED 2x display, while the main screen measures 8 inches when unfolded. The phone is powered by Qualcomm’s flagship Snapdragon 8 Elite processor.

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IMAGE CREDITS:SAMSUNG

Samsung claims that it has made the phone more durable by putting in a restructured hinge and hinge housing. Its display is protected by Corning Gorilla Glass Ceramic 2.

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The company is now using a 200-megapixel main camera with a f/1.7 aperture, compared to the 50-megapixel camera on last year's model.

IMAGE CREDITS: SAMSUNG

Samsung has added some AI powers to its photo editing software. You now get a Photo Assist function, which moves, erases, or enlarges objects, and adjusts angles automatically. It also uses generative AI to fill in empty spaces in pictures. The editing suite also lets users see edited and original photos side-by-side on the unfolded screen.

Z Flip7 and Z Flip7 FE

Like its bigger sibling, the Z Flip7 is also thinner this year, and comes with a larger cover screen — a 4.1-inch super AMOLED display — as well as an

enlarged main display (6.9 inches). Samsung is using Corning Gorilla Glass Victus 2 for both the cover and the back for protection.

The company is packing a 4,300 mAh battery for the Z Flip7 — the largest ever in its Flip series. Unlike the Fold7, which uses a 3nm chip from Qualcomm, the Flip7 gets a 3nm Exynos2500 chip, made by Samsung itself.

At first glance, the Z Flip7 FE seems like a reincarnation of the Z Flip6, with its 4,000 mAh battery, a 3.4-inch cover screen, a 6.7-inch main screen, and the Exynos2400 processor.

Samsung is adding DeX support to the Flip series for the first time, so you can plug the phone into a monitor and use a Bluetooth keyboard and mouse to get a workstation-like experience.

The new phones also come with a new feature, called Now Bar, on the cover screen, that looks similar to iOS' Live Activities. The Now Bar shows real-time activities, like the progress of a podcast or the status of a delivery.

Another feature called Now Brief presents a summary of traffic, reminders, events, and fitness insights. You'll also get music and video recommendations based on your existing subscriptions.

Google features

Samsung has added support for Gemini Live on the cover screen of the Z Flip7, letting users use the assistant without having to unfold the phone. It also integrates with Samsung Notes.

All the new Z Flip and Z Fold phones will get support for Gemini Live's camera and video AI features, which enable users to take pictures or videos to ask the AI bot questions.

The new Samsung devices will also get [an upgraded version of Google's Gemini assistant](#), which now has an AI mode for Q&A-style conversations.

Availability

The Galaxy Z Flip7 and the Galaxy Z Fold7 go on preorder today, and will

be generally available on July 25. The Z Flip is available in 256GB and 512GB storage versions, has 12 GB RAM, and comes in Jetblack, Blue Shadow, and Coralred colorways. Meanwhile, the Z Flip7 FE is available in 128GB and 256GB versions, has 8GB of RAM, and comes in just two color options: white and black.

The Z Fold7 has three storage options: 256GB, 512GB (both with 12GB RAM), and 1TB (16GB RAM). You can choose from Jetblack, Blue Shadow, and Silver Shadow colors.

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