# The AI Smartphone Battle of Titans: iPhone 16 vs. Samsung Galaxy S25

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## Key Takeaways

- Apple's iPhone 16 and Samsung's Galaxy S25 mark a new frontier in AI-driven smartphones, with Apple focusing on privacy-centric, on-device intelligence and Samsung emphasizing interconnected, adaptive AI experiences.
- The A18 Pro chip in the iPhone 16 excels in single-core performance, enabling precision-focused AI tasks like real-time summarization and advanced photo editing, while the Snapdragon 8 Elite in the Galaxy S25 dominates in multi-core performance, powering multitasking and generative AI features.
- With AI becoming a core component of smartphone operating systems rather than just a premium feature, this battle between Apple and Samsung signals a shift toward a future where AI-driven personalization and efficiency define the mobile experience.

In the ever-evolving landscape of smartphones, Apple and Samsung stand as perennial rivals, each striving to outdo the other with groundbreaking innovation. While much is published about the wonders of AI—from Nvidia Blackwell chips to sprawling data centers—these elements often feel distant, intangible. Most of us will never hold a cutting-edge AI processor in our hands or step foot inside a data center humming with computational power. Instead, our most intimate interactions with AI happen in a far more personal and accessible realm: the smartphone. These devices, carried daily in our pockets, are where the promise of AI becomes a tangible, everyday experience. And now, the stage is set for their latest masterpieces—Apple's iPhone 16 and Samsung's Galaxy S25—to redefine the possibilities of artificial intelligence.

*One thing is certain: as consumers, we should be rooting for more and more competition because this can spur on different smartphone providers to produce better and better phones.*

I know I wrote a number of articles during 2024 about the lead-up to Apple releasing its Apple Intelligence suite of features and ultimately the iPhone 16. It is an excellent avenue through which investors can consider a tangible example of edge AI.

## A Deep Dive into the Chips: A18 Pro vs. Snapdragon 8 Elite

Even if today's premium smartphones have many, many underlying chips, at the core of the AI battle between the iPhone 16 and Galaxy S25 lies their primary respective processors—the **Apple A18 Pro** and the **Snapdragon 8 Elite for the Galaxy**. These chips are not just technical achievements but also the engines driving the user experiences of these flagship devices. Let's break down their key attributes and how they influence AI capabilities.[1]

## Apple A18 Pro: Precision and Privacy

Apple's A18 Pro, built on a cutting-edge 3 nanometer (nm) process, is a marvel of efficiency and design. With a focus on **on-device processing**, it is optimized for tasks requiring single-core performance, making it ideal for precision-driven AI functions. Apple's approach ensures that data processing occurs directly on the device, reinforcing privacy and minimizing latency.

The A18 Pro chip is equipped with advanced neural engines tailored for[2]:

- **Real-Time Summarization:** Quickly distilling complex information into concise insights.
- **AI Photo Editing:** Offering seamless background replacement, object removal and enhancement.
- **Voice Processing:** Powering Siri's ability to maintain conversational context across multiple queries.

With its six-core design and integration into the iOS 18 ecosystem, the A18 Pro emphasizes refined user experiences, focusing on creative tools and productivity-enhancing features.

**Snapdragon 8 Elite for Galaxy: Raw Power and Adaptability[3]**

On the other hand, Samsung's Snapdragon 8 Elite for Galaxy processor is a powerhouse of multi-core efficiency. Also built on a 3nm process, it features an eight-core design that excels at handling complex, multitasking scenarios. This chip is built with a 40% improvement in neural processing unit (NPU) performance over its predecessor, making it a juggernaut for AI-intensive applications.

Key capabilities driven by the Snapdragon 8 Elite include:

- **Cross App Action:** Seamlessly integrating tasks across multiple apps with a single command.
- **Generative Features:** Advanced image manipulation, from creating visuals out of sketches to refined in-painting and out-painting capabilities.
- **ProScaler:** Offering real-time upscaling for sharper visuals in both images and videos.

Samsung's focus with the Snapdragon 8 Elite is on creating an interconnected ecosystem where AI proactively anticipates and fulfills user needs. Its superior multi-core performance and enhanced NPU make it particularly suited for users seeking multitasking and advanced AI use cases.

## Real-World Impact

In terms of raw performance[4]:

- **Single-Core Performance:** Apple A18 Pro performs better compared to Snapdragon 8 Elite, making it superior for tasks requiring precision and speed.
- **Multi-Core Performance:** Snapdragon 8 Elite leads over A18 Pro, highlighting its strength in multi-tasking and neural computations.

Now, the real difference lies in how these chips shape the AI experiences. Apple's chip enhances tools for creatives and privacy-conscious users, whereas Samsung's chip empowers multitaskers and those seeking a more dynamic, interconnected AI experience.

## A Glimpse into the Apple Vision

The iPhone 16, powered by Apple's A18 Pro chip, enters the scene with a clear focus on blending productivity, creativity and user privacy. At the heart of this experience is Apple Intelligence, an on-device AI system that promises to revolutionize how users interact with their phones.

Imagine crafting the perfect email—the tone is just right, the phrasing polished—without lifting a finger. That's the power of Apple's AI-driven Writing Tools. But it doesn't stop there. Need to sift through a mountain of emails or notes? The Summarization feature condenses everything into digestible highlights, saving time and mental effort.

For the creative soul, the iPhone 16 offers a playground of possibilities. With a simple voice command, the Memories feature transforms scattered vacation snapshots into a cinematic reel. Meanwhile, Genmoji adds a personal flair, allowing users to create emojis as unique as their imaginations.

Yet, Apple's story is as much about function as it is about form. AI-powered photo editing delivers precision at your fingertips—removing unwanted objects, changing backgrounds and enhancing every detail. Pair that with Visual Intelligence, capable of identifying landmarks or summarizing a book in your hand, and the iPhone 16 becomes more than a tool; it becomes a partner.

Underlying all of this is Apple's steadfast commitment to privacy. By performing AI tasks directly on the device, Apple ensures that your data stays where it belongs—with you.

## Samsung's Vision of a Smarter World

Enter Samsung's Galaxy S25, armed with the formidable Snapdragon 8 Elite for Galaxy chipset. If Apple's story is about refined elegance, Samsung's is about raw power and interconnected convenience.

Picture this: You're juggling tasks across apps, and with a single command, Cross App Action seamlessly syncs a sports schedule with your calendar. This is Samsung's promise—effortless efficiency. But Samsung doesn't stop at mere productivity. The Personalized Data Engine learns your habits, gently nudging you to enable Bluetooth when you step into your car or suggesting routines based on your day-to-day.

Samsung's AI also dives deep into the visual realm. The Sketch to Image feature takes your doodles and transforms them into vibrant artwork. Meanwhile, Generative Editing and Object Eraser give you mastery

over your photos, whether it's removing shadows or refining fine details. And for content creators, the ProScaler promises real-time image upscaling, ensuring every shot looks as sharp as possible.

But perhaps the Galaxy S25's most intriguing trait is its ability to anticipate your needs. From contextual insights via Now Brief to intelligent audio management with Audio Eraser, Samsung's AI feels almost alive. It's not just assisting—it's proactively engaging.

## The Clash of Philosophies

The iPhone 16 and Galaxy S25 don't just differ in features; they embody contrasting philosophies. Apple champions privacy and on-device processing, catering to users who demand control over their data and a seamless creative ecosystem. Samsung, on the other hand, emphasizes interconnectedness and personalization, crafting a device that feels like a true companion in every sense.

This divergence extends to performance. Apple's A18 Pro chip delivers stellar single-core performance, ideal for tasks requiring precision and speed. Samsung's Snapdragon 8 Elite for Galaxy, with its superior multi-core and neural processing power, thrives in multitasking and intensive AI applications. Whether it's crafting an emoji or editing a high-resolution video, these devices cater to vastly different needs.

## Choosing Your Champion

Ultimately, the choice between the iPhone 16 and Galaxy S25 boils down to priorities. Do you value privacy and a polished, cohesive experience? Or does the allure of an AI companion, tailored to your habits and integrated across every aspect of your digital life, resonate more?

In this battle of titans, there is no definitive winner—only a reflection of what you, the user, value most. One thing is certain: both Apple and Samsung are pushing the boundaries of what AI can achieve, ensuring that the real victor is innovation itself. The real journey we find ourselves on is from AI as a novelty feature on the newest, most premium phones to a world, coming soon, where AI is just a component in the core operating system of almost every phone.

## AI at Your Fingertips: Investing in the Smartphone Revolution

For investors looking to tap into this transformative megatrend, the WisdomTree Artificial Intelligence and Innovation Fund (WTAI) offers a compelling opportunity. By investing in a diversified portfolio of companies driving AI innovation, WTAI provides exposure to the cutting-edge technologies shaping the future of industries like mobile, healthcare and beyond. As AI evolves, funds like WTAI position investors to benefit from the ongoing AI revolution.

[1] Source: Michael Acton, "Samsung Unveils New AI-Powered Smartphone in Fight against Apple," *Financial Times*, 1/23/25.

[2] Source: https://www.apple.com/in/newsroom/2024/09/apple-introduces-iphone-16-and-iphone-16-plus/

[3] Source: https://www.qualcomm.com/products/mobile/snapdragon/smartphones/snapdragon-8-series-mobile-platforms/snapdragon-8-elite-mobile-platform

[4] Source: Jessie Hollington, “Qualcomm Snapdragon 8 Elite vs. Apple A18 Pro: Two Top-Tier Chips Clash,” *Digital Trends*, 11/23/24.

## Important Risks Related to this Article

There are risks associated with investing, including possible loss of principal. The Fund invests in companies primarily involved in the investment theme of Artificial Intelligence (AI) and Innovation. Companies engaged in AI typically face intense competition and potentially rapid product obsolescence. These companies are also heavily dependent on intellectual property rights and may be adversely affected by loss or impairment of those rights. Additionally, AI companies typically invest significant amounts of spending on research and development, and there is no guarantee that the products or services produced by these companies will be successful. Companies that are capitalizing on Innovation and developing technologies to displace older technologies or create new markets may not be successful. The Fund invests in the securities included in, or representative of, its Index regardless of their investment merit and the Fund does not attempt to outperform its Index or take defensive positions in declining markets. The composition of the Index is governed by an Index Committee and the Index may not perform as intended. Please read the Fund's prospectus for specific details regarding the Fund's risk profile.