

Samsung has released a new Galaxy Z Fold 7 advertising campaign with a light mockery of Apple, boasting of the capabilities of folding smartphones, which the iPhone does not have.

In a 30-second video, the iPhone user is trying to put the phone on the table. But his cat interferes, knocking down the phone from his place. At this moment, a friend puts the Galaxy Z Fold 7 on the table, half laid out so that he is on his own. And also a folding screen at the same time shows two videos that it is impossible to repeat the usual iPhone. The inscription appears on the screen: "Does your phone know how?"

Rumors say that Apple can show its folding iPhone in 2026, but so far Samsung and other Android manufacturers continue to capture the market.