

techbuzz

Electronic Arts to be bought by Saudi-led consortium for \$55 bn

AFP | Washington, United States

Video game giant Electronic Arts announced Monday it would be acquired by a consortium led by Saudi Arabia's Public Investment Fund for \$55 billion, in what EA said would be the largest all-cash private equity buyout in history.

The consortium also includes US investment firms Silver Lake and Affinity Partners, the Miami-based firm founded by Jared Kushner, former White House advisor and son-in-law of President Donald Trump.

"This moment is a powerful recognition of their remarkable work," EA Chairman and CEO Andrew Wilson said of the company's employees in a statement, adding the deal would help "unlock new opportunities on a global stage."

EA, known for popular franchises including FIFA soccer games, Madden NFL, The Sims



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and Battlefield, reported revenue of \$7.5 billion in its most recent fiscal year.

The acquisition is expected to close in early 2027 and requires approval from EA shareholders and regulatory authorities.

Saudi Arabia's PIF, which already holds a 9.9 percent stake in EA, will roll over its existing investment as part of the transaction.

The deal will be financed through approximately \$36 billion in equity from the consortium members and \$20 billion in debt committed by JPMorgan Chase.

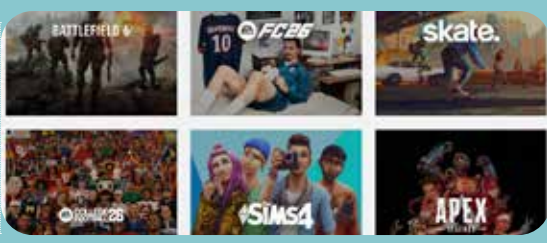
Upon completion, EA will be delisted from the Nasdaq stock exchange and remain headquartered in Redwood City, California, under Wilson's continued leadership.

The deal marks PIF's latest major investment in the gaming sector as Saudi Arabia seeks to diversify its economy beyond oil revenues.



Founded in 1982 - EA was started by Trip Hawkins and initially focused on publishing games for home computers. It was one of the first companies to treat game developers like "rock stars," giving them credit and visibility.

Franchise powerhouse - EA owns some of the most successful video game franchises, including FIFA, Madden NFL, The Sims, Battlefield, Need for Speed, and Apex Legends.



Global presence - EA games are available in over 100 countries, and the company employs tens of thousands worldwide, making it one of the largest video game publishers.

Apple reportedly plans six more product launches in 2025 following iPhone 17 series

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Apple is reportedly planning to unveil six additional products before the end of 2025, following the recent launch of the iPhone 17 series. According to industry sources, these upcoming devices include:

- **M5 iPad Pro:** Expected to feature Apple's latest M5 chip, enhancing performance and efficiency. Rumors suggest it may also include a dual front-facing camera to improve Center Stage capabilities.
- **Apple TV 4K:** Anticipated to receive an upgrade with a new Apple-designed Wi-Fi and Bluetooth



chip, along with a faster processor. No significant design changes are expected.

- **HomePod mini (2nd generation):** A refreshed version of the HomePod mini, potentially featuring

accuracy.

- **Apple Vision Pro 2:** An updated version of Apple's mixed-reality headset, expected to offer enhanced features and performance.
- **M5 MacBook Pro:** While initially expected in 2025, recent reports suggest that the launch may be delayed until early 2026.

These product launches are anticipated to occur in the coming months, with Apple potentially hosting another special event or releasing announcements through its website. As always, official details will be confirmed closer to the launch dates.

LG launches AeroHit air purifier in UAE with compact, high-performance design

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LG Electronics has introduced the LG AeroHit, a new air purifier designed to provide effective indoor air cleaning in a compact, space-saving form. The device is aimed at households in the UAE, offering a combination of air purification technology and a smaller footprint suitable for apartments and villas.

The AeroHit incorporates LG's HEPA 13 multi-layer fil-



ter and 360° suction system to cover entire rooms. It includes an antimicrobial filter that removes up to 99.9% of viruses and bacteria, while the Total Dust Collection & Allergy Care Filter captures 99.999% of ultrafine dust particles down to 0.01µm, along with common allergens.

The LG AeroHit is now available at LG retail partners, outlets, and online stores across the UAE.

Acer launches Veriton GN100 AI Mini Workstation for local AI computing

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Acer has unveiled the Veriton GN100 AI Mini Workstation, a compact desktop designed to run large AI models locally, reducing reliance on cloud services.

The system is powered by the NVIDIA GB10 Grace Blackwell Superchip, offering up to 1 PFLOPS of FP4 AI performance. It features next-generation CUDA cores, fifth-generation Tensor Cores, and 20 Arm-

based CPU cores, supported by 128 GB of unified memory and 4 TB of NVMe M.2 SSD storage, delivering server-grade performance in a small form factor.



Google DeepMind unveils new AI models to enhance robotic reasoning and vision

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Google DeepMind has introduced two new artificial intelligence models, Gemini Robotics-ER 1.5 and Gemini Robotics 1.5, aimed at advancing robotic capabilities in both reasoning and physical action. The ER 1.5 model focuses on planning, problem-solving, and de-



cision-making, while the Robotics 1.5 model executes complex physical tasks based on natural language instructions.

Together, these models enable robots to understand and interact with real-world environments more efficiently, bridging the gap between cognitive reasoning and physical execution. Applications range from industrial automation to research environments, where precision and adaptive problem-solving are critical.

DeepMind highlights that these models are part of its ongoing effort to create general-purpose AI systems capable of combining intelligence with real-world functionality. By enhancing robotic perception, reasoning, and action, the new models are expected to accelerate adoption of AI-powered robotics across industries.