

**On total brand partnerships:**

**1. OPPO had successful and well-received brand collaborations with several popular brands such as with League of Legends, Automobili Lamborghini, and with the popular Japanese classic shows Evangelion and Gundam to name a few. Can you share the thought-process and rationale behind such interesting selection of partnerships?**

- Generally speaking, our collaborations are always based on mutual beliefs of core values, passion for perfection, aesthetics of the design as well as the synergy of intent to deliver exquisite products and better experience. Here I'd like to take our collaboration with League of Legends Esports as an example.
- The partnership this year is themed "Be the Legend", an inspiration for gamers and OPPO users alike. League of Legends Esports provides an opportunity for gamers to experience a "legend's journey" by offering a unique environment and community to many around the globe. Similarly, OPPO's team is in constant exploration and pursuit of innovating and creating concepts with the company's values at heart. OPPO products are developed with customers' interests in mind including, of course, the fans of League of Legends. With this collaboration, OPPO has tailored its high-end Find series to characterize the individuality of its users and celebrate the victory of eSports with them. OPPO encourages everyone with a young heart to discover their uniqueness, and create their own "legends".

**2. We noticed that your limited edition designs are so striking and seems to be very well thought out showing how design plays a huge factor in your limited editions. In terms of actualizing the limited edition smartphone models, can you walk us through how OPPO and the partners design its collaboration smartphones that are always much talked about?**

- OPPO goes beyond simply combining the products and elements of co-brands in a straightforward manner, instead we're committed to put in the effort to explore how we could bring the ultimate aesthetic design and user experience through every partnership.
- Take the case of the *OPPO Reno4 Pro Artist Limited Edition, which was created in collaboration with famous artist James Jean that was launched in China.*
  - As the phone was launched last Summer, we reached a consensus with James Jean quickly on the collaboration theme and the design concept.
  - He created the design depicting "Summer Carnival of Dreams" with mythical creatures such as unicorns, designed to easily evoke visions and expectations for the future among OPPO users.



- Next, we started with the story behind this painting, and our industrial designers distilled the elements from that.
- Working with each other very closely and after experimenting with many different schemes, we decided to etch the painting on the rear AG glass with a “SoleLuna” logo at the center.
- It was made in silver color, to reflect the engraved painting in a better way.



**3. For partnerships such as the recent design collaboration with League of Legends and Lamborghini for the Find X2 Pro, how did OPPO make sure that each collaboration is unique versus with the other brands' partnerships?**

- In order to create better smartphone experience centered on user needs, as well as maximize the effectiveness of the brand collaboration every time: (1) We take a lot of efforts in striking the right balance between our own thoughts on design and the aesthetic of majority of people. Understanding consumers is always the original aspiration. (2) We get to know the partner brand well for a more effective collaboration: we go through several discussions and brainstorming to make co-creations with each other more hard-working and relevant to the market, as well as we dig deeper into the core values of the partners, as it is important to put a balance between OPPO and the brand(s) we work with. We also explore more based on previous tedious researches, which will result in stunning and promising designs. (3) We pay attention not only to the overall design, but also to the details integrated to each phone.
  - Specifically, the Find X2 Pro Automobili Lamborghini Edition fully exudes elements of the Lamborghini DNA, delivering the refined spirit of a supercar, from the phone right down to the accessories. And for OPPO's Find X2 League of Legends Esports: World 2020 Edition, we also create customized experiences in every aspect. Inspired by the blue and gold color contrast of the game interface, our designers used Nexus on the back to indicate the unlimited energy that technology, the product, and the game can offer.
  - Speaking of its box, Automobili Lamborghini collaboration is designed to be opened and closed like the super sports car's scissor-style door, with Lamborghini's signature hexagonal and Y-shaped headlights. While the League of Legends collaboration is inspired from the Hextech Chest in the game, and the blue and gold "X" design on the box corresponds to 10th anniversary of League of Legends Esports, as well as echoing the OPPO Find X series.
  - To top it off, we also deliver ultra-premium experience with different but delicate customization experience.

**4. How does OPPO decide on taking limited-edition partnerships? To be specific, what does OPPO look for in a brand or personality that makes them qualified for a partnership?**

- Different product lines making collaborations with other brands have something in common, and at the same time have different considerations. As a global brand, OPPO is committed to creating cutting-edge devices and services that empower and inspire people in an intelligently connected future. The collaborations between OPPO with other brands are always based on the brand belief -"Technology for Mankind, Kindness for the World", as well as whether this synergy delivers our users with exquisite products and a human touch experience.
- For Find series, we are proactively heading to provide customized high-end products and experience to our users. Therefore, firstly we brought unparalleled luxury and style to our consumers with OPPO Find X2 Pro Automobili Lamborghini this year, whose sophisticated design is inspired by the incredible craftsmanship of the Lamborghini Aventador SVJ Roadster. Lamborghini is one of the most iconic brands across the globe and this partnership has allowed the two companies to bring to the world a high-end smartphone with an original design, built with the most noble materials and equipped with the best technological applications.
- Moreover, as the coming of 10th anniversary of League of Legends Esports, we'd love to encourage everyone with a young heart to discover their uniqueness and create their own "legends" with tailored OPPO's Find X2 League of Legends Esports: World 2020 Edition.
- For Reno series, we'd like to focus more on whether the collaboration reflects young people's culture and trends. Like the *OPPO Reno4 Pro Artist Limited Edition, be fascinated by James Jean's unique expression in art and the shared aesthetic purists, we believed that the cooperation would earn high reputation among young people and help them express themselves more freely and creatively.*

#### **On OPPO Reno series design:**

#### **5. Design plays a huge factor in Reno series in general aside from camera technologies. Can you talk more about the design philosophy of Reno series and what makes it so special?**

- OPPO Reno series is based on its insights into young people's culture and the intent to offer a new brand experience and consistent product experience to users worldwide. OPPO believes that Reno series will empower young people to express themselves freely and creatively through fashionable design and innovative photography technology.
- In the pursuit of perfection, the pursuit of aesthetics is key to refining a product. Whether it is a breakthrough in technology, or elements obtained from fashion or design trends – aesthetics is the highest goal.
- We believe that innovation within the mobile phone industry has reached a plateau. However, Reno's constant pursuit of innovation in design and desire to lead the trend will bring flexibility in our design direction to impress our users by moving towards the direction of youth-centered design.

#### **6. For design innovations on Reno4, can you share the rationale behind the birth of Reno Glow and its claim for the ultra slim design?**

- We've always spent efforts in studying what users are looking for in their smartphones. Focusing on the overseas users and after conducting a series of researches, we have found a demand for new features that would empower users to express their personality and create different contents to stand out on social platforms. Therefore, we introduced "Reno Glow" for the first time on Reno4 Series, providing a more vibrant feel that reflects a diamond-like shine under light. Moreover, we balanced between the practical use scenarios and aesthetic effect, adding a subtle glitter texture in a matte finish back cover to make it more premium and fingerprint resistant.
- Being thin, light and easy to hold has always been the characteristic of the Reno series, which you can have a glimpse from the immense efforts we've put in since R series. To demonstrate that we're strong in industrial design, OPPO has carried on the design philosophy further with delicate innovation and brought ultra thin and

light design on Reno4 Series. With Reno4 Pro of 161g and 7.7mm and Reno4 of 165g and 7.7mm, we eventually brought an excellent smooth handgrip to our users.

## **7. What was the idea behind the design of the Reno4 series? What inspired the look of these phones?**

- OPPO focuses on the continuous innovation of technology and design, and ultimately seeks to provide a comprehensive and satisfactory user experience that solves the fundamental needs of our customers. The first point I'd like to highlight is that OPPO Reno4 Series perfectly inherited the design philosophy of Reno Series, making a slimmer and thinner body compared to the last generations.
- Also, how can we improve next for Reno series' design and make difference with others? That is what we're always thinking about. Nowadays, as the camera sensors keeping on getting larger, the all-black rear camera lens delivers a bulky appearance. Therefore, we used a transparent platform for the quad-cam setup on Reno4 Series to enhance its visual appeal by reducing the camera bump. On the back cover, Reno4 Series fuses two different textures. On the upper left portion of the back cover, a glossy rectangle window accommodates the cameras. The transparent platform naturally fuses with the back color and makes the phone look thinner. Although the two textures blend seamlessly on the back cover, each never appears isolated even at the first look. The quad-cam layout not only appears very smart and futuristic, but also makes the whole body look simple, and clear.

## **8. What do you think makes the Reno series in general, stand out from its competition?**

- OPPO believes technology is and will be more convergent. While the competition in hardware is more homogeneous, therefore we pay more attention to the software optimization and unique design in Reno Series, making these become our competitive advantages. Based on the insights into young people's culture and the intent to offer new brand experience, we attempt to bring different design into different products, offering more options for users who share different orientations towards design styles.
- For example, Reno4 is comparatively vibrant in color options. We creatively added the OPPO logo monogram as the highlight on the rear cover of Reno4 Space Black, taking it as a hint of mystery and a signature with fashionable and luxury style. Also, we introduced "Reno Glow" for the first time on Reno4 Galactic Blue, presenting a premium texture with a unique mix of matte and gloss combined with a dazzling effect.
- Also, OPPO has been striving to deliver a well-balanced combination of technology and fashion for the devices to Reno Series users. In the first generation of the line-up, OPPO introduced the Shark Fin design with a pop up camera, offering the largest screen-to-body ratio in its time. Reno3 Series of 7.9mm and 170g indicated OPPO's strength in industrial design to achieve a smartphone of aesthetics meets function. We clearly realized that while Reno Series is a series that's meant to match the trendy lifestyle of the young consumers, we also want to make sure to strike a balance by offering consumers both a fashionable and superior experience in every product of Reno Series.

## **9. If possible, will you be able to give us a glimpse of what lies ahead for the Reno series?**

- Today, smartphones play an increasingly important role in people's daily lives. For these users, smartphones are no longer just seen as a technology product, but an extension of an individual's personality and identity.

- We're at a point where users' behavior and lifestyle evolve as quick as the technology – from the fashion trends to how we work and play. Great smartphones meet these needs while bringing something innovative to the market that introduces a newer, better way of life.
- At OPPO, we strive to stay at the forefront of it all. OPPO's mission is to elevate life through technological advancement and aesthetics, so we design our products to always balance both form and function.
- OPPO launched the Reno series based on our insights into youth culture, and the intent to offer a new outstanding brand experience and consistent product experience to users worldwide. As fashion trends among the young evolve, we strive to evolve our designs along with them.
- We sincerely hope that the pursuit of fashion, trends, and aesthetics in Reno series can be appreciated by our young users. Meanwhile, we believe the Reno series will continue to empower them to express their character towards fashion freely and creatively through design, gathering creative minds from all walks of life.

**On Structure:**

**10. Some people are a bit apprehensive towards plastic rears. Reno4 was released with a plastic rear. Can you share why you opted to go with plastic for this model?**

- We're driven by our customer's demands, and with Reno Series, a thin and light design is among the highly regarded features and that was a major factor into the decision process. To achieve a lighter weight and thinner body, but also a form factor that feels comfortable in your grip, plastic does sufficiently meet the expectations that our younger customers have.
- Reno4 Series combines two different types of textures on the back cover of the phone, the natural combination of a matte cover and translucent glass surface that have rear cameras inserted makes the phone look premium and delicate. The color Galactic Blue uses a groundbreaking new design called "Reno Glow," which adds a subtle glitter texture in a matte finish back cover, making it more vibrant, premium and fingerprint resistant.

**11. Nowadays, one of the biggest issues in the design of smartphones is the camera bump that always protrudes. What's OPPO's take on this? Is it something that users will have to accept as the new norm?**

- In my perspective, cameras on smartphones being bump up is the current trend in the future, which aims to achieve better photography performance. However, in order to make a balance between the camera functions and aesthetic consideration, we have experimented with a lot of schemes to soften the bulky feeling delivered by the camera lens module.
- For example, we used a transparent platform for the quad-cam setup on Reno4 Series to enhance its visual appeal by reducing the camera bump. Due to the new intricate design, we've received positive comments and feedback among users of Reno4 Series. Correspondingly, there's no user who have proposed the issues of camera bump for now.