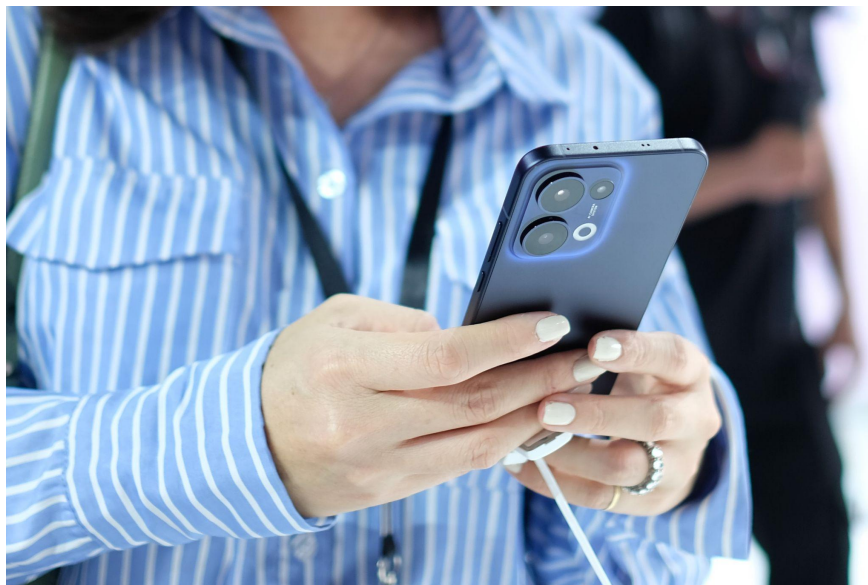


# OPPO AI - Artificial Intelligence at Your Fingertips

You may have heard a lot about AI, but have you really exploited all the benefits that this technology brings to your daily life?

Actually, AI is not new, but not everyone knows how to take advantage of it and put it into practical activities on smartphones.



OPPO understands that, so it has cooperated deeply with Google to integrate AI closely, helping users to use it easily in all contexts, from work to entertainment moments.

## **From Still AI to Live AI: Elevating Mobile Photography**

OPPO has improved AI Photography to upgrade from Still AI to Live AI, bringing superior photography experiences. Simply put, at the Still AI level, AI only intervenes in still images with features such as Object Removal, Background Separation, Portrait Recognition, and Portrait Beautification, features that were already present on previous Reno generations such as Reno11 and Reno12.

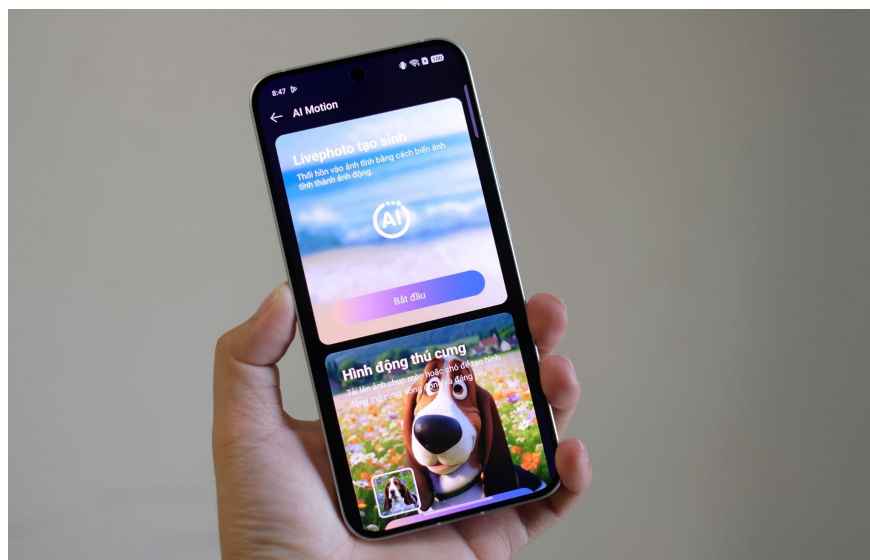
Coming to Reno13, OPPO continues to upgrade to the Live AI level, expanding the processing capabilities from still images to moving images. Live AI provides features such as AI Live Photo, which helps create moving images from still photos, or AI Create Short Videos from Still Images, allowing users to easily turn simple moments into impressive 'living stories'.



Specifically, AI Live Photos is capable of continuously recording 30 photos with a short video, fully capturing fleeting moments such as fireworks, children's moments or a slight movement of grass and trees.

Many people are used to taking still photos, but now they can turn any photo into a colorful short movie. This feature makes taking photos much more fun, even if you are not an expert, you can still enjoy the full power of AI.

In addition, the feature of creating short videos from still photos utilizes AI to analyze content, predict possible movements and recreate them into a short video. With just a few simple steps, users have "breathed life" into the photo, turning ordinary moments into vivid moments, suitable for instant sharing on social networks.



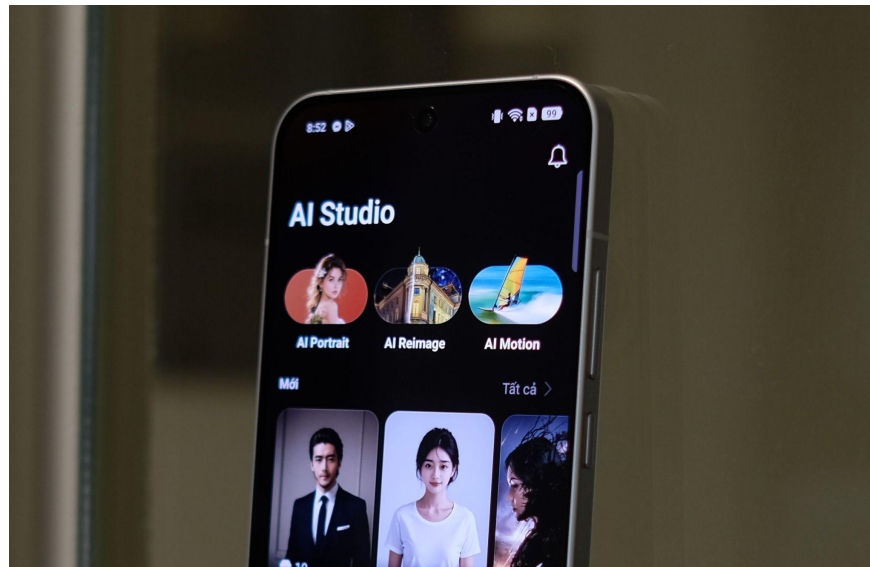
Not only is it a technological upgrade, this AI Photography feature set also continuously learns and improves itself, delivering high-quality photos in all situations, in the spirit of 'AI is not new, but not everyone knows how to take advantage of it'.

**Bringing AI phones 'to every home'**

In early 2024, OPPO announced its AI universalization strategy with the goal of integrating 'Generative AI' into its entire mobile product portfolio, expecting to bring this technology to 50 million users globally in 2024. Instead of limiting AI to high-end devices, OPPO aims to make this technology a useful and accessible tool, helping everyone harness the power of AI effectively and intuitively.

With this orientation, OPPO not only 'smartens' smartphone operations but also helps users easily access and apply AI, even those who are not familiar with technology.

In fact, many people often think that AI is only for techies or professional creators. However, OPPO is gradually changing that concept by linking AI to common daily needs, making technology more useful in every aspect of life.



Users can use AI to take family photos, have AI summarize lecture content, or simply create a funny video from a still photo, all within a smartphone, done with a few touches.

OPPO continues to enhance its accessibility to users by officially launching Reno13, positioned as an 'AI expert'. Inheriting the outstanding advantages of Reno12, Reno13 not only adds many friendly AI features but also effectively supports Vietnamese, meeting both work and entertainment needs. Notably, OPPO becomes the second smartphone company in Vietnam, after Samsung, to provide superior Vietnamese support for its AI toolkit.

Photography enthusiasts will experience a series of advanced AI Photography features such as AI Clarity Enhancement, which improves photo detail; AI Face Refinement, which delivers sharp and natural portraits; AI Anti-Glare, which removes reflections when shooting through glass or airplane windows.

In addition, AI Photo Creation enables unique artistic photo creation, AI Live Photo turns still images into vivid animations, and AI Short Video Creation from Still Images helps users easily create impressive videos from just one photo. These features are all designed to provide a unique photography experience without requiring complex editing skills.

People who often take notes, summarize lectures, and report also have text summarization, speech-to-text, or even automatic translation available. The powerful AI processing capabilities of Reno13 help save a lot of time, such as summarizing a text of thousands of words in just a few seconds, while still keeping the core content

intact.



This is very useful for office workers, students, or anyone who needs to process large amounts of information without spending too much effort.

Simple, familiar features that meet the needs of the majority are proof that OPPO really focuses on bringing AI to all users. Regardless of age or technology level, everyone can quickly get acquainted and take advantage of this 'smart power' right on a mid-range smartphone like Reno13.

### **The era of AI smartphones**

To bring truly 'smart' smartphones, OPPO has applied Generative AI, a technology that is transforming the mobile industry. Accordingly, OPPO hopes that everyone can access AI phones, while maintaining an open mind and working closely with giants like Google.

This is the reason why AI features on OPPO smartphones can progress so quickly and reach a large number of users. Google is famous for artificial intelligence with the Google Gemini model, while OPPO also develops its own AI platforms, thanks to which all technologies are combined and optimized for the phone.

ColorOS 15 is the clearest proof of this collaboration. The AI recording summary feature allows users to participate in any meeting or discussion without having to bother taking notes. Thanks to AI recognizing multiple speakers and automatically extracting the main content, users only need to focus on interacting and exchanging, while AI will take care of the 'post-production' part.



Meanwhile, the AI ??Toolbox brings together essential features like text summarization, editing, and text-to-speech into a neat, easy-to-access toolbar. For those who simply want to read news, write content, or have text read aloud hands-free, the AI ??Toolbox is a powerful assistant that ensures everything becomes faster and more convenient.

Looking at the sustainable cooperation with Google, the continuous upgrades on ColorOS and the launch of new AI devices, OPPO is probably constantly making research and development efforts to bring the benefits of AI to users in the simplest way.

The company's ultimate goal is to make AI a universal and accessible tool that everyone can take advantage of, whether for creativity, work, or just to capture memorable moments in life.

As the smartphone market grows, AI is increasingly playing a prominent role in enhancing the user experience. However, not everyone grasps it.

Through the Reno12 and Reno13 Series, OPPO is trying to bridge this gap. From helping you capture long meetings or special moments, to bringing still photos to life, creativity and convenience are at your fingertips.

In particular, from January 11, 2025 to January 19, 2025, when purchasing Reno13 Series at The Gioi Di Dong chain, users will receive the early-year promotion 'Tet Song Dong - Shocking Deal' up to 3,500,000 VND, including trendy Olike S6 Bluetooth speaker, OPPO Care package, old-for-new exchange subsidy up to 1,000,000 VND and 0% installment payment. This is a great opportunity to experience OPPO's advanced products with many attractive promotions.

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