

# OPPO declares its transformation from 'smartphone company' to 'smart device company'

The Chinese phone company decided to pursue a commercialization of 5G by 2020, officially expanding its business into the IoT field.



At the launch of the APAC Strategy Center in Malaysia on December 16, Oppo said it would officially expand its business into the Internet of Thing (IoT) field, through cooperation with 15 carriers. in the Asia-Pacific region (APAC).

Although no cooperation with any carrier in Vietnam, the Chinese phone company has said it will be an important market in the future, contributing significantly to its overall business strategy.

"We will continue to expand space in new areas of development such as 5G technology, cloud computing and AI, thereby creating unprecedented products and services," said Henry Tang, chief OPPO's 5G division shared.



OPPO officially transformed itself from a smartphone company to a smart device company.

And OPPO's biggest partner in this plan is Qualcomm. A US company representative said in 2020 it would "provide full support" for the Chinese phone company in the latest products. Specifically, Qualcomm has partnered with OPPO to bring the Snapdragon 865 chip into high-end products in 2020, as well as the Snapdragon X50 modem for 5G Wi-Fi transmitter called CPE T1.

Currently in Vietnam market, Oppo and Viettel have successfully tested 5G connectivity on 5G Reno smartphone. This is a stepping stone for the company to step into the process of commercializing 5G smartphones in Vietnam next year.

At the event, OPPO also introduced the upcoming IoT device set, including 5G CPE T1 Wi-Fi transmitter device, Enco Free wireless headphones as well as some technical achievements in super fast charging technology, image optimization and software optimization.





5G CPE T1 Wi-Fi transmitter of OPPO "smart device company".



Enco Free wireless headphones.

According to data from market research firm GfK, the APAC region will account for 50% of smartphone sales in 2019 and will continue to grow, thanks to its regional and human advantages. And it is expected that 5G technology will generate 170 million smartphone orders in the near future. The growth rate of technology consumer goods market such as IoT is also forecast to lead the world in 2020, with a growth rate of 5%. This is a golden opportunity for technology companies to rise to capture the market, no longer confined to a single business segment.

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