



## **PRESS RELEASE**

# **OPPO to collaborate with IIT Hyderabad for Research on Advanced and Emerging Technologies**

**Joint R&D Projects will be taken up in camera and image processing, battery, networks (5G), system performance and Artificial Intelligence, among other areas**

**HYDERABAD, 27<sup>th</sup> January 2020:** OPPO, a premium global smartphone brand, is going to collaborate with Indian Institute of Technology Hyderabad to promote collaborative research in the field of science and technology. The MoU will facilitate exchange of ideas and carry out state of the art research in the development of advanced and emerging technologies.

The MoU was signed on 13<sup>th</sup> 2020 by **Mr. Tasleem Arif, Vice President and Head (R&D), OPPO India and Dr. Sumohana S. Channappayya, Dean (Research and Development), IIT Hyderabad.** It envisages joint research and development for multiple projects over a period of two years for the development of new technologies in areas specific to camera and image processing, battery, networks (5G), system performance and Artificial Intelligence, among other areas. The partnership is aimed at developing solutions and bridge the gap between academic excellence and business requirements and held create an industry-ready workforce

**On the sidelines of signing the MoU, Mr. Tasleem Arif, Vice President and Head R&D, OPPO India said,** "IIT Hyderabad is an institute is renowned for excellent work in the field of science and technology. Our collaboration with IIT Hyderabad is in line with our vision to enhance R&D and innovation capabilities at OPPO India as we continue our endeavor to build localized solutions for the Indian market. This collaboration aims to pave the way to carry out quality research and promote the rapid integration of cutting-edge technology, particularly in the areas of 5G and AI."

**The MOU will help both OPPO and IIT Hyderabad conduct research in core areas of software, hardware and Internet services to ensure an integrated user experience for the Indian audience.**

**Highlighting the impact of this collaboration, Dr. Sumohana S. Channappayya, Dean (Research and Development), IIT Hyderabad,** said, "We are happy to collaborate with OPPO India through the expertise of our researchers, to further support and strengthen their R&D efforts in bringing technological breakthroughs for the Indian market. This collaboration with OPPO will help in the development of indigenous solutions to cater to the dynamic needs of the Indian consumers."

###



### **About OPPO**

OPPO is a leading global smartphone brand, dedicated to providing products infused with art and innovative technology. Based on the brand elements of young, trend-setting and beauty, OPPO brings consumers superior experience of digital life through internet-optimized products that offer best in class services. The brand started the era of Selfie beautification and has set itself apart by introducing the motorized rotating camera, the Ultra HD feature, and 5 x Dual Camera Zoom technology. OPPO's Selfie Expert F series launched in 2016 drove a Selfie trend in the smartphone industry. In 2017, OPPO was ranked as the number 4 smartphone brand globally, according to IDC. With more than 200 million consumers, OPPO's business has covered 40 countries and regions with 400,000 stores and has 4 R&D centers worldwide, providing excellent smartphone photography experience young people around the world. In 2018, with the launch of Find X, OPPO introduced panoramic arc design with a screen ratio of 93.8%, the largest screen-to-body ratio in the mobile phone market today. In addition to this, OPPO recently introduced SuperVOOC flash charging technology with the launch of R17 PRO and strengthened its commitment to India by setting up an R&D center in Hyderabad with a focus on enhancing the smartphone ecosystem in India.

### **About IIT Hyderabad**

Indian Institute of Technology Hyderabad (IITH) is one of the six new Indian Institutes of Technology established by the Government of India in 2008. In a short span of less than 10 years, the institute built on an imposing 570-acre campus and has been ranked among the top ten institutes for four consecutive years in the [National Institute Ranking Framework \(NIRF\)](#) released by the Ministry of Human Resource Development (MHRD), Government of India. The Institute was also ranked #10 in the first edition of [Atal Ranking of Institutions on Innovation Achievements \(ARIIA\)](#) introduced this year by MHRD to systematically rank all major higher educational institutions and universities in India on indicators related to 'Innovation and Entrepreneurship Development' among students and faculties. IIT Hyderabad has close to 210 full-time faculty, 2,855 students of whom 20 per cent are women, nearly 200 state-of-the-art laboratories and five research and entrepreneurship centers. The Institute has a strong research focus with more than Rs. 500 crore of sanctioned research funding while Ph.D. scholars account for about 30 per cent of total student strength. IITH students and faculty are at the forefront of innovation with more than 1,500 research publications and patent disclosures, 300 sponsored/consultancy projects and 50 industry collaborations. IITH has MoUs with 50 universities in the U.S., Japan, Australia, Taiwan and Europe. IITH has been pioneering change in pedagogy with fractal academic programs that atomizes course modules, encourage interdisciplinary learning spanning innovative technology, fundamental science, liberal arts and creative arts like photography, theatre and painting.

**Follow us on Twitter - [@IITHyderabad](#) / Follow us on Facebook - [@iithyderabad](#)**