

OPPO Announces Their First 4G/LTE Phone, the Find 7

OPPO Find 7 Pushes Smartphone Resolution with a 5.5” Quad HD Screen, 4G/LTE support, 4K Video Recording and Rapid Charging Technology

BEIJING – March 19, 2014 – OPPO today announced the launch of the OPPO Find 7, the flagship phone of the Find series and successor to the award winning Find 5. The Find 7 is the first 4G/LTE device from OPPO that also supports Quad HD resolution. The OPPO Find 7 was introduced to a crowd of over 700 international press, fans and developers during the launch event located at the 798 Art Zone’s, 751 D-PARK Beijing Fashion Design Plaza.

Back Better Than Ever

“It has been 15 months since the Find 5, and we are finally back.” said Allen Wu, Vice President of the Domestic Division for OPPO. Continuing the tradition of quality design and craftsmanship in the Find series, OPPO launched the successor to the Find 5, the Find 7. The best of all worlds, the Find 7 utilizes top of the line technologies at OPPO’s disposal to bring a phone that’s raising the bar.

Built with Intent

Intently crafted with the user in mind during every step, the Find 7 was created by the team that brought the world the iF DESIGN award winning Find 5. Every piece on the phone was meticulously built to improve on the Find 5 in every way.

Best in Class Resolution

The OPPO Find 7 opens up a new world of resolution within mobile tech with the introduction of a 5.5-inch Quad HD display manufactured by JDI that has a pixel density of 538 PPI and features Touch-on-Lens technology. The Find 7 creates limitless photographic possibilities with the 13 megapixel camera that includes a 50 megapixel software enhancement feature. Ensuring crisp images every time, the OPPO Find 7 is equipped with Pure Image 2.0, a hardware and software photography solution. Pure Image on the OPPO Find 7 includes six physical lenses, the latest Sony Stacked CMOS IMX214 sensor and f/2.0 wide aperture. With 4K as well as 1080p video recording at 30 fps and slow motion recording at 120 fps the Find 7 is versatile for all occasions.

Innovation, Not Imitation

The OPPO Find 7 is a device raising the bar on innovation in mobile technology. Built around a solid magnesium-aluminum alloy frame, the Find 7 houses some of the most modern technologies. Implementing Technical GRAMMY Award winning MaxxAudio’s enhancement suite, the Find 7’s dynamic range and frequency responsiveness is greatly increased. OPPO has also included a safe new rapid charging technology that prevents overheating. Boosting the Find 7’s battery life to 75% within 30 minutes, the VOOC charger is 4 times faster than conventional chargers.

Continued Innovation

Including the Finder and then expanding to the Find 5, the world’s first 1080p resolution smartphone, the Find series now has 2 million users globally. The introduction of the Find 7 is illustration of OPPO’s commitment to bringing constant innovation to the mobile technology market by always improving.

OPPO Find 7 Specifications:

Colors: Midnight/White

Dimensions: 152.6 × 75 × 9.2 mm

Weight: 171 g

Operating System: ColorOS 1.2.0 based on Android 4.3

Processor: 2.5GHz Qualcomm Snapdragon 801 Quad Core (MSM8974AC)

GPU: Adreno 330

Memory: 32 GB ROM (expandable) / 3GB RAM

Battery: 3,000 mAh (Rapid Charge)

Display: 5.5-inch, 1440p Quad HD IPS display (2560 x 1440 pixels), 538 PPI, 16 million colors

Touchscreen: Multi-touch, capacitive screen, Gorilla Glass 3, supports gloved and wet touch input

Camera: 13-megapixel IMX214 Sony sensor with dedicated ISP, Dual-mode LED, Aperture f/2.0

Scene modes: Normal, Panorama, High Speed, Rewind, Beautify, Slow Shutter and .GIF mode

Networks/Bands:

- International:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1900/2100MHz

FDD-LTE: Bands B1/3/7/20

TD-LTE: Band B40

- Mexico & US:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1700/1900/2100 MHz

FDD-LTE: Bands B1/4/17

- Indonesia:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1900/2100MHz

Features: USB OTG, Bluetooth 4.0, 5G Wi-Fi 802.11 ac, Wi-Fi Direct, Wi-Fi Display, NFC, GPS,

Distance sensor, Light sensor, G-sensor, 4D Gyroscope

In the box: OPPO Find 7, Battery, In-ear type earphones, Micro USB cable, Fast Charger

OPPO Find 7a Specifications:

Colors: Midnight/White

Dimensions: 152.6 × 75 × 9.2 mm

Weight: 170 g

Operating System: ColorOS 1.2.0 based on Android 4.3

Processor: 2.3GHz Qualcomm Snapdragon 800 Quad Core (MSM8974AB)

GPU: Adreno 330

Memory: 16 GB ROM (expandable) / 2GB RAM

Battery: 2,800 mAh (Rapid Charge)

Screen: 5.5-inch, 1080p Full HD IPS display (1920 x 1080 pixels), 403 PPI, 16 million colors

Touchscreen: Multi-touch, capacitive screen, Gorilla Glass 3, supports gloved and wet touch input

Camera: 13-megapixel IMX214 Sony sensor with dedicated ISP, Dual-mode LED, Aperture f/2.0

Scene modes: Normal, Panorama, High Speed, Rewind, Beautify, Slow Shutter and .GIF mode

Networks/Bands:

- International:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1900/2100MHz

FDD-LTE: Bands B1/3/7/20

TD-LTE: Band B40

- Mexico & US:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1700/1900/2100 MHz

FDD-LTE: Bands B1/4/17

- Indonesia:

GSM/GPRS/EDGE: 850/900/1800/1900MHz

WCDMA: 850/900/1900/2100MHz

Features: USB OTG, Bluetooth 4.0, 5G Wi-Fi 802.11 ac, Wi-Fi Direct, Wi-Fi Display, NFC, GPS,

Distance sensor, Light sensor, G-sensor, 4D Gyroscope

In the box: OPPO Find 7a, Battery, In-ear type earphones, Micro USB cable, Fast Charger

About OPPO

OPPO is an international mobile phone brand committed to designing beautiful technology products with an open attitude. Seeking to fuse technology and affection in all products, OPPO has been restless in the pursuit of innovation, the highest hardware quality standards and to delivering the element of positive surprise. For more information, please visit <http://en.oppo.com>.