



## **OPPO and MEMS Drive Co-Develop World's Fastest Optical Image Stabilizer for Smartphones**

*Companies demonstrate new SmartSensor tech at Mobile World Congress*

**Pasadena, CA, March 9, 2016** – As a result of a close R&D collaboration with MEMS Drive Inc., OPPO demonstrated its new SmartSensor image stabilization technology at Mobile World Congress 2016 (MWC) in Barcelona. Based on a state-of-the-art MEMS (micro-electro-mechanical system), SmartSensor is the first image sensor-based image stabilizer for smartphones, as well as the industry's first sub-pixel-level optical image stabilizer. This collaboration between OPPO and MEMS Drive has added to the companies' legacies of innovation, promising to improve smartphone camera performance and image quality, and to take user experience to the next level.

Professional DSLR cameras use optical image stabilization (OIS) solutions that directly adjust the image sensor to compensate for unwanted shaking. However, image stabilization solutions for smartphones have historically been limited to technologies that instead adjust the motion of the lens barrel. The OPPO SmartSensor image stabilizer moves the entire image sensor, in contrast with VCM (Voice Coil Motor) actuators that only move the lens barrel. While VCM smartphone cameras are limited to shake compensation on just two axes of movement, the new MEMS-based approach compensates for motion on three axes. This additional degree of mobility vastly outperforms traditional OIS technologies for smartphones, because it is demonstrably faster – compensating for vibrations in 15 ms compared to 50 ms for lens-based technologies – and more accurate, and it allows for significantly lower power consumption.

MEMS Drive was founded to develop and advance the field of MEMS OIS technology for smartphone cameras. "The collaboration with OPPO has been very successful. The fact that OPPO is taking such an active role in co-developing this technology with MEMS Drive is accelerating our roadmap, and will ultimately come to benefit smartphone users sooner," said Colin Kwan, CEO and founder of MEMS Drive.

OPPO, a rapidly evolving smartphone brand, continues to gain momentum around the globe, having sold 50 million smartphones in 2015. The company has consistently proven its leadership in camera technologies for smartphones, backed by a world-class camera engineering team that drives forward all the key camera performance parameters.

"OPPO recognized that the MEMS Drive OIS actuator could vastly improve the end users' camera experience. We therefore decided to invest in MEMS Drive and to co-develop the SmartSensor image stabilizer, and bring yet another significant advance in smartphone technology to market." said King Liu, VP of Product Development at OPPO.

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**About OPPO**

OPPO is a global electronics and technology service provider that delivers the latest and most exquisite mobile electronic devices in over 20 countries, including the United States, China, Australia and many countries throughout Europe, Southeast Asia, South Asia, the Middle East and Africa. OPPO is dedicated to delivering customers the most extraordinary mobile experience through meticulous designs and smart technology.

**About MEMS Drive Inc.**

MEMS Drive Inc. is an innovating semiconductor company that develops, manufactures and markets cutting-edge MEMS actuators. Our product targets hardware applications in mobile imaging for portable electronics. Funded and supported by its customers in the smartphone camera market, MEMS Drive Inc. is at the forefront of this constantly evolving field. Please visit [www.memsdrive.com](http://www.memsdrive.com) for more information.

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