



MEDIA RELEASE

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OPPO AND TOURISM MALAYSIA LAUNCHES 'BE A RENOGRAPHER' PHOTOGRAPHY CONTEST

KUALA LUMPUR, 18 NOVEMBER 2020 — As Malaysia continues its journey in Recovery MCO, OPPO, the world-leading smart device brand, and Tourism Malaysia have embarked on an exciting collaboration. With prizes worth up to RM 129,000 to be won, Be A RENOgrapher Photography Contest aims to bring Malaysians on a journey of appreciating the beauty of Malaysia and discovering the hidden passion in photography through the lens of a smartphone camera.

Happening between 18th November 2020 to 20th December 2020, the contest is open to all Malaysians age 13 and above, and applicable to both OPPO and non-OPPO device users. Allowing a platform for creative minds, the contest is divided into four different categories: **Clearly Your Best Night, Clearly Your Best Portrait, Clearly Your Best Creativity** and **Clearly Your Best Landscape**.

Clearly Your Best Night focuses on capturing a captivating scene in lowlight conditions, while **Clearly Your Best Portrait** demonstrates the spirit of Malaysia using the power of portraiture. Participants can get creative and go beyond expectations under **Clearly Your Best Creativity** category, and finally explore, capture, and share the wonders of Malaysia in **Clearly Your Best Landscape** category.

To participate in the contest, participants will need to follow the following steps:

For OPPO User

Step 1: Choose a theme category that interests you (see table below). Participants are encouraged to join more than one category.

Step 2: Take an original photo that captures the theme you picked, using any OPPO smartphone. Ensure that the OPPO watermark function (if it is available) in your Camera Settings is enabled before taking any photos.

Step 3: Post the photo on Instagram (feed) with 3 hashtags:

- i. #BeRENOgrapherxOPPO
- ii. Hashtag of your phone model (eg. #OPPOReno4Pro)
- iii. Hashtag of your chosen theme category (from step 1). Ensure that your Instagram profile is set to 'Public'.



Step 4: To ensure we don't miss out your submission, you are encouraged to submit your Instagram URL to <https://forms.gle/GRtpamKFVdX3uQtU6> .

For Non-OPPO User

Step 1: Choose a theme category that interests you (see table below). Participants are encouraged to join more than one category.

Step 2: Take an original photo that captures the theme you picked, using your smartphone. Ensure that the watermark function on your smartphone is disabled.

Step 3: Post the photo on Instagram (feed) with 2 hashtags:

- i. #BeRENOgrapher
- ii. Hashtag of your chosen theme category (from step 1). Ensure that your Instagram profile is set to 'Public'.

Step 4: To ensure we don't miss out your submission, you are encouraged to submit your Instagram URL to <https://forms.gle/q1ZJkDd4TkG2nDQe9> .

Categories	Category Hashtag
Clearly Your Best Night	#RenoNightMoment
Clearly Your Best Portrait	#RenoPortraitMoment
Clearly Your Best Creativity	#RenoCreativeMoment
Clearly Your Best Landscape	#RenoLandscapeMoment

Throughout the contest period, one participant from each group with the best photo will be selected as the weekly winners while on 23 December 2020, **15 consolation winners, 10 excellent reward winners and four category winners** from OPPO Group as well as **12 consolation winners, eight excellent reward winners and four category winners** from Non-OPPO Group will be announced on <https://oppomy.com/BeRENOgrapher/>. **8 Ultimate Award winners** will be announced on 2 January 2021.

Participants can also participate through partnering platforms, which OPPO users stand a chance to win an OPPO Reno4 while non-OPPO users could win an OPPO Enco W31. One winner from each category will be selected from each partnering platform, which will be announced on the respective platforms. Participating partners includes China Press, Berita Harian, Era FM, Astro Gempak, Kuala Lumpur Photography Festival (<https://klpf.com.my/oppo/>), Zing Gadget, Technave 中文版 and Technave. Digi is also partnering with OPPO as a partnering platform. More information on Digi prizes and contest details available on Digi's official Facebook page.



Participants are given the chance to try their luck with as many submissions as possible to win weekly prizes as well as the grand prizes. Weekly winners will get to enjoy RM500 worth of vacation in selected destinations across Malaysia. For OPPO User Group, winners get to enjoy a 2D1N stay for two in Port Dickson, Kuching, or Kota Kinabalu while winners from the Non-OPPO User Group will receive a 2D1N stay for two in Port Dickson, Johor, or Melaka.

Throughout the competition, a special photography workshop will be conducted by the contest judges weekly through OPPO's Facebook Live, discussing the four categories, from tips and tricks to phone demonstration for viewers to learn, apply, and increase their chances to win each category.

Participants who submitted their entries will receive an exclusive promo code for selected Reno series. Valid from 18 November 2020 to 13 December 2020, the promo code provides discount of RM100 for OPPO Reno4 Series and RM50 for OPPO Reno3 Series. Limited to the first 100 redemption only, the discount is on a first-come first-serve basis.

Adapting to the digital age, Tourism Malaysia is thrilled to support the eternalisation of Malaysia's beautiful destinations and attractions through creative digital photography. Serving as the perfect reminder of what Malaysia has to offer, Tourism Malaysia hopes this collaboration will continue inspiring domestic travel among Malaysians. Tourism Malaysia's Director General Mr. Zulkifly Md Said, hopes that this collaboration could also help audiences rediscover the beauty of Malaysia's destinations.

"Domestic travel has been serving as a saviour for our tourism industry. For the first time in 2019, Malaysia recorded a higher expenditure by domestic tourism as compared to inbound tourism, contributing **RM92.6 billion** in expenditure, equivalent to **50.9%** of the internal tourism consumption. To return to the better days, we must remain disciplined in adhering to the SOPs and staying vigilant. It is our hope to see Malaysia return as a safe haven for all our tourists," said Mr. Zulkifly Md Said.

In coming up with this initiative, OPPO believes the current situation serves the best time for Malaysians to explore the beauty and culture of Malaysia through a new perspective.

"OPPO is always on the constant progress of making technology changes to enhance life quality and bring more convenience to people. We do the same thing for cameras too. Through the spirit of RENO, we want to inspire, encourage, and unleash people's talents in photography," said Ray Wong, Product Manager of OPPO Malaysia.



For more information on the contest, participants can receive the details at <https://oppomy.com/BeRENOgrapher>.

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'Be A RENographer Photography Contest' Prize Sheet

Grand Winner - OPPO User	
Winner	RM6000 Cash + Redang 3D2N for 2 (RM3000)
First Runner Up	RM4000 Cash + Tioman 3D2N for 2 (RM1500)
Second Runner Up	RM2000 Cash + Langkawi 2D1N (RM1000)
Grand Tourism Award	Redang 3D2N for 2 (RM3000)

Grand Winner - Non OPPO User	
Winner	RM2500 Cash + Perhentian 3D2N for 2 (RM1,500)
First Runner Up	RM1500 Cash + Penang 2D1N for 2 (RM800)
Second Runner Up	RM800 Cash + Pangkor 2D1N for 2 (RM500)
Grand Tourism Award	Perhentian 3D2N for 2 (RM1,500)

Category Winner - OPPO User	
Clearly Your Best Night	OPPO Reno4 Pro + KidZania for 1Adult 1Kid (worth RM150)
Clearly Your Best Portrait	OPPO Reno4 Pro + KidZania for 1Adult 1Kid (worth RM150)
Clearly Your Best Creativity	OPPO Reno4 Pro + KidZania for 1Adult 1Kid (worth RM150)
Clearly Your Best Landscape	OPPO Reno4 Pro + KidZania for 1Adult 1Kid (worth RM150)
Excellent Reward (10 winners from 4 categories)	OPPO ENCO W31 + Zoo Negara for 2Adults (worth RM100)
Consolation Prize (15 winners from 4 categories)	OPPO ENCO W11 + KL Tower for 2Adults (worth RM70)

Category Winner - Non OPPO User	
Clearly Your Best Night	OPPO Reno4
Clearly Your Best Portrait	OPPO Reno4
Clearly Your Best Creativity	OPPO Reno4
Clearly Your Best Landscape	OPPO Reno4
Excellent Reward (8 winners from 4 categories)	OPPO ENCO W31
Consolation Prize (12 winners from 4 categories)	OPPO ENCO W11

Weekly Winner (3 winners, 1 winner each week)	
OPPO User Category	2D1N for 2 to Port Dickson or Kuching or Kota Kinabalu (worth RM500)
Non-OPPO User Category	2D1N for 2 to Port Dickson or Johor or Melaka (worth RM500)