OPPO launches the new A78 5G

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OPPO today announced the launch of the new A78 5G, classified as one of the most affordable world class technology smartphones in the South African market.

With its rapid charging capability, it can recharge from 0% to 29% in just 15 minutes and reach a full charge in just 67 minutes. A fully charged battery can provide up to 22.85 hours of talk time and users can enjoy up to approximately 16 hours of YouTube videos on a single full charge.

The A78 5G provides clear and realistic images anytime of the day. It offers up to 20% faster image processing which treats users to incredible detail and colour accuracy in low light scenes.

"Our main goal with the A78 5G was to tailor-make it to fit today's user needs while still delivering powerful performance, a trendy appearance and the best in camera quality. OPPO is all about providing accessible world class technology phones that stay a class apart at an affordable price." says [**name, title**].

The new A78 5G brings all-round smooth performance alongside upgraded camera and entertainment features. Housed in a sleek and trendy design featuring the iconic OPPO Glow, the smartphone is available in two colours; Glowing Black and

Glowing Blue.The A78 5G also includes a series of All-Day AI Power Saving features to help users intelligently manage battery performance and boost overall battery life during load shedding and unexpected power outages.

With 33W SUPERVOOC Flash Charge and long-lasting 5,000mAh battery, the A78 5G's Super Power Saving mode saves battery for emergency needs, while Super Night Standby learns user sleeping patterns to limit power consumption to just 2% during a single night.

OPPO A78 5G comes with a 50MP main camera to enable users to capture crystal-clear, high-resolution images, alongside a 2MP self-portrait lens and an 8MP front camera for high-quality portraits and an impressive level of clarity.

The A78 5G also features a set of smart imaging features like AI Portrait Retouching, AI Scene Enhancement, and Night Mode for higher quality output and a zero need for post editing.

For the gaming enthusiasts, its real original sound technology delivers optimal sound adjusted for music, videos, and games. This smartphone allows for users to increase the speaker volume by up to 200%, ensuring clear sound even in the noisiest environments.

On the visual side, its Colour-Rich Display delivers a smooth and comfortable visual experience for video and game content. All-Day AI Eye Comfort is also included to keep users' eyes healthy and comfortable through 24/7 eye protection.

The OPPO A78 5G boasts a visually stunning design that incorporates polished rings around the camera module, complemented by a pattern of shining lights that extends to the back, creating an eye capturing sparkling beam of light. The backplate is also adorned with the iconic OPPO Glow process, which lends a fingerprint-free matte finish and a subtle shimmering appearance.

Through ColorOS 13, A78 5G users will also enjoy improved efficiency and security on their phone. It includes features like FlexDrop for more efficient multitasking and Three-Finger Translate with Google Lens to translate text in the chosen area of a screenshot.

With an added privacy feature for complete peace of mind, its Photo Information Protection lets users quickly erase photo and video metadata to prevent sensitive private data from being accidentally leaked.

The A78 5G will retail R8 899 and is available for purchase from this week.

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