

OnePlus 15 will first receive its own processing engine photo and video Image Engine

OnePlus prepares a serious review of its strategy – for the first time in history, the brand will present its own photo and video processing engine.

In the OnePlus 15 model, Image Engine debuts – a platform developed by the company to fully control the shooting and post-strobing. This system was the result of four years of investment in R&D, which started back in 2021 on the initiative of Pia Lau.

Unlike past “cosmetic” improvements, Image Engine is conceived as a fundamental solution: it is responsible for detailing in night scenes, the correct transmission of skin shades and an expanded dynamic range.

The engine will be closely integrated with a triple 50-MP camera and Snapdragon 8 Elite 2, which will make OnePlus 15 with the most ambitious flagship of the company in photo and video setting.

Insiders also suggest the rejection of Hasselblad branding, with which OnePlus has cooked for more than four years. In addition to the camera, the smartphone is attributed to a 6.78-inch OLED screen with a frequency of 165 Hz, an ultrasonic printing scanner, IP68/69 protection and a new “Plus Key” button. The announcement is expected at the end of 2025 or early 2026.