Elliptic Labs Announces AI Virtual Smart Sensor Platform™ on Xiaomi's Redmi Note 13 and Note 13 Pro Smartphones

Oslo, Norway — Elliptic Labs (OSE: ELABS), a global AI software platform company and the world leader in AI Virtual Smart Sensors™ currently deployed in over 500 million devices, is shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® with Xiaomi's latest smartphones, the Redmi Note 13 and Note 13 Pro. Xiaomi, the world's third largest smartphone maker in the world, is launching the Redmi Note 13 and Note 13 Pro smartphones for the Chinese market. Elliptic Labs' partner MediaTek is driving the Redmi Note 13 with its Dimensity 7200 chipset while Qualcomm's Snapdragon 7s Gen 2 chipset is at the heart of the Note 13 Pro. The contract for this launch was previously announced by Elliptic Labs.

"Elliptic Labs and Xiaomi have had a successful history together, and this relationship continues with the best-selling Redmi Notes series," said Laila Danielsen, CEO of Elliptic Labs. "Offering software-based innovations to the biggest smartphone makers in the world shows Elliptic Labs' technological leadership in AI, ultrasound, and sensor fusion. Our continued success in the smartphone space further emboldens our commitment to enable the biggest OEMs to deliver devices that are greener, smarter, and more human-friendly."

AI Virtual Proximity Sensor INNER BEAUTY
Elliptic Labs' AI Virtual Proximity Sensor detects when a user holds their phone up to their ear during a call, allowing the smartphone to turn off its display and disable its screen's touch functionality. This keeps the user's ear or cheek from triggering unwanted actions during the call, such as hanging up or dialing numbers. Turning off the screen also helps conserve battery life.

Proximity detection is a core capability that is used in all smartphones, but Elliptic Labs' AI Virtual Proximity Sensor is a unique, software-only solution that delivers robust proximity detection without the need for a dedicated hardware sensor. By replacing hardware sensors with software sensors, the AI Virtual Proximity Sensor reduces device cost and eliminates sourcing risk.

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About Elliptic Labs
Elliptic Labs is a global enterprise targeting the smartphone, laptop, IoT, and automotive markets. Founded in 2006 as a research spin-off from Norway's Oslo University, the company's patented software uses AI, ultrasound, and sensor-fusion to create AI Virtual Smart Sensors that deliver intuitive 3D gesture-, proximity-, presence-, breathing-, and heartbeat -detection experiences. Its scalable AI Virtual Smart Sensor Platform™ creates software-only sensors that are sustainable, human-friendly, and already deployed in hundreds of millions of devices around the world. Elliptic Labs is the only software company that has delivered detection capabilities using AI software, ultrasound, and sensor-fusion deployed at scale. The company is listed on the Oslo Børs.

Elliptic Labs is headquartered in Norway with presence in the USA, China, South -Korea, Taiwan, and Japan. Its technology and IP are developed in Norway and are solely owned by the company.

Trademark
INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Smart Sensor Platform, AI Virtual Proximity Sensor, AI Virtual Presence Sensor, AI Virtual Connection Sensor, AI Virtual Gesture Sensor, AI Virtual Heartbeat Sensor, and AI Virtual Breathing Sensor are trademarks of Elliptic Labs.

All other trademarks or service markets are the responsibility of their respective organizations.

Image Attachments
September 22 2023 Elliptic Labs Launching On Redmi Note 13 Smartphone MAIN

Attachments
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