ellipticlabs

Elliptic Labs Shipping on Transsion's Tecno Camon 30 Series Smartphones

Oslo, Norway --- Elliptic Labs (OSE: ELABS), a global AI software company and the world leader in AI Virtual Smart Sensors™ currently deployed in over 500 million devices, is announcing its AI Virtual Proximity Sensor™ INNER BEAUTY® with Transsion, the fifth largest smartphone maker globally, on the new Tecno Camon 30 smartphone series. This Tecno Camon 30 smartphone series launch with Elliptic Labs, released for the global market, include the Camon 30 Pro 5G and Camon 30 Premier 5G smartphones. The two smartphones are driven by Elliptic Labs' partner MediaTek's chipsets, with MediaTek's Dimensity 8200 Ultra at the core of both the Camon 30 Pro 5G and Camon 30 Premier 5G smartphones. The contract for this launch was previously announced by Elliptic Labs.

"We are excited to announce the launch of our AI Virtual Smart Sensor Platform™ on Transsion's latest smartphones – the Tecno Camon 30 series," said Laila Danielsen, CEO of Elliptic Labs. "The deployment of our AI Virtual Proximity Sensor INNER BEAUTY on Tecno Camon 30 Smartphones, which encompass mid to high-end designs, demonstrate the value and scalability of our 100% software AI Virtual Smart Sensors. Our continued partnership with Transsion has been collaborative as they have grown to become the fifth largest smartphone maker globally. Transsion has chosen Elliptic Labs' for our expertise in AI/ML, ultrasound, and sensor fusion technologies and we will continue to work together to create devices that are greener, smarter, and 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
[February 28 2024 Elliptic Labs Launching Transsion Tecno Camon 30 Series Smartphones](#)

Attachments
[Elliptic Labs Shipping on Transsion's Tecno Camon 30 Series Smartphones](#)