Elliptic Labs Expands with Current Smartphone Customer Under a Multi-Year Agreement

Oslo, Norway --- Elliptic Labs (OSE: ELABS), a global AI software company and the world leader in AI Virtual Smart Sensors™ currently deployed in over half a billion devices, announced today that an existing customer is expanding its collaboration by adding five additional smartphone models under a signed multi-year agreement.

The agreement was designed to streamline the purchasing process, allowing the customer to add new models by simply providing written notice (e.g., via email), thereby eliminating the need for repeated purchasing approvals. Under this streamlined framework, each added model includes an automatic minimum volume commitment, ensuring predictability and efficiency for both parties.

The five new smartphone models are scheduled to ship over the next 6 to 12 months. With this expansion, Elliptic Labs now has a minimum of 46 smartphone models committed across its customer base for 2025, all of which are expected to launch within the same timeframe.

"This expansion validates the strength of our AI Virtual Smart Sensor Platform and the confidence our customers have in our technology and team," said Laila Danielsen, CEO of Elliptic Labs. "By creating a flexible, multi-year structure with automatic minimum volume commitments per model, we've made it easier and faster for our partners to scale with us—and that agility is driving real commercial momentum."

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.

Contacts
Investor Relations:
Lars Holmøy
Lars.Holmoy@ellipticlabs.com

PR Contact:
Patrick Tsui
pr@ellipticlabs.com

About Elliptic Labs

Elliptic Labs' AI Virtual Smart Sensor Platform™ brings contextual intelligence to devices, enhancing user experiences. Our technology uses proprietary deep neural networks to create AI-powered Virtual Smart Sensors that improve personalization, privacy, and productivity.

Currently deployed in over 500 million devices, our platform works across all devices, operating systems, platforms, and applications. By utilizing system-level telemetry data to cloud-based Large Language Models (LLMs), the AI Virtual Smart Sensor Platform delivers the unrivaled capability to utilize output data from every available data source. This approach allows devices to better understand and respond to their environment, making technology more intuitive and user-friendly. At Elliptic Labs, we're not just adapting to the future of technology – we're actively shaping it. Our goal is to continue pushing the boundaries of contextual intelligence, creating more intuitive and powerful experiences for users worldwide.

Elliptic Labs is headquartered in Norway with presence in the USA, China, South-Korea, Taiwan, and Japan. The company is listed on the Oslo Stock Exchange. 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

Elliptic Labs Adds To Expansion Contract With Current Smartphone Customer

Attachments

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