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Elliptic Labs' AI Virtual Proximity Sensor Launching on TECNO Camon 50 and TECNO Camon 50 Pro Smartphones

Oslo, Norway – March 06, 2026 – Elliptic Labs (OSE: ELABS)' AI Virtual Proximity Sensor INNER BEAUTY® is shipping on Transsion's TECNO Camon 50 and TECNO Camon 50 Pro smartphones, delivering AI-powered proximity performance while enabling cleaner front-facing designs and reduced hardware complexity.

Both the TECNO Camon 50 and TECNO Camon 50 Pro are available globally.

To facilitate this innovative experience, Transsion is deploying Elliptic Labs' AI software on the MediaTek Helio G200 Ultimate chipset. By substituting traditional hardware sensors with a software-only solution, Transsion optimizes industrial design flexibility and enhances internal component efficiency — all while ensuring robust proximity functionality for calls and everyday interactions.

Elliptic Labs announced the contract for this deployment in January 2025, and shipments are now underway.

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 Edge AI company delivering trusted, low-power on-device sensing at scale. Our AI Virtual Smart Sensor Platform™ enables intelligent, always-on contextual awareness directly on devices — without the need for additional hardware or continuous cloud processing.

Deployed in over 500 million devices worldwide, our platform powers software-defined sensing across a broad range of consumer and enterprise products. By executing compact neural networks directly on-device, our technology delivers adaptive, real-time sensing that preserves user privacy while minimizing power consumption.

For more than a decade, Elliptic Labs has specialized in efficient neural network execution using proprietary runtimes and custom-built sensing models optimized for real-world environments. Built on balanced, self-collected datasets and engineered to operate across diverse hardware architectures, our AI Virtual Smart Sensors enable seamless integration across product generations and device categories.

Our solutions enhance security, personalization, productivity, and user experience — forming a scalable foundation for the next generation of AI-enabled devices.

Headquartered in Norway, with a presence in the USA, China, South Korea, Taiwan, and Japan, Elliptic Labs is listed on the Oslo Stock Exchange. All technology and intellectual property are developed in Norway and are solely owned by the company, ensuring independence and long-term innovation.

Trademark
INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Proximity Sensor, and AI Virtual Smart Sensor Platform are trademarks of Elliptic Labs.

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

Image Attachments
ELABS Shipping On Tecno

Attachments
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