ellipticlabs

Elliptic Labs Launching on Transsion's Tecno Spark 20 Pro Plus Smartphone

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, has launched its AI Virtual Proximity Sensor™ INNER BEAUTY® with Transsion, the fifth largest smartphone maker globally, on the new Tecno Spark 20 Pro+ smartphone. The Tecno Spark 20 Pro+ smartphone, released for the global market, is driven by MediaTek's Helio G99 Ultimate chipset developed by Elliptic Labs' partner MediaTek. The contract for this launch was previously announced by Elliptic Labs.

Elliptic Labs' AI Virtual Smart Sensor Platform™ has proven its value, resulting in Transsion's introduction of the AI Virtual Proximity Sensor in their latest smartphone, the Tecno Spark 20 Pro+," said Laila Danielsen, CEO of Elliptic Labs. "We take pride in our partnership with Transsion, which has yielded numerous innovative smartphone designs. Transsion remains committed to harnessing Elliptic Labs' expertise in AI/ML, ultrasound, and sensor fusion technologies. We look forward to a robust and collaborative future, working with major OEMs like Transsion 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
Elliptic Labs Launching Transsion Tecno Spark 20 Pro Plus Smartphone

Attachments
Elliptic Labs Launching on Transsion's Tecno Spark 20 Pro Plus Smartphone