

Elliptic Labs Launching with vivo on V40 Pro 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, is announcing its AI Virtual Proximity Sensor™ INNER BEAUTY® shipping on vivo's newest addition to its V40 product line, the V40 Pro smartphone. The vivo V40 Pro smartphone, which will be sold globally, is utilizing [Elliptic Labs' partner MediaTek's Dimensity 9200+ chipset](#). [Elliptic Labs previously announced this contract in January 2024.](#)

"vivo's V40 Pro is the 15th vivo smartphone to be powered by our AI Virtual Proximity Sensor INNER BEAUTY," said Laila Danielsen, CEO of Elliptic Labs. "vivo is of the leading smartphone OEMs to value and benefit from the power and scalability of our deep neural networks, our Small Sensing Models (SSMs). These SSMs are at the heart of our AI Virtual Smart Sensor Platform™ and are delivered as full functioning and fully integrated AI Virtual Smart Sensors. Our collaboration with global smartphone OEMs like vivo demonstrates the impact that leadership in AI, ultrasound, and sensor fusion has in making devices greener, smarter, and more user-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

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Attachments

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