

## Elliptic Labs Shipping on HONOR Play 70 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 half a billion devices, is shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® on the HONOR Play 70 Plus smartphone for the Chinese market. The HONOR Play 70 Plus uses Elliptic Labs' [partner Qualcomm's Snapdragon 6s Gen 3 chipset](#). Elliptic Labs signed the [contract for these shipments in March 2024](#).

"The HONOR Play 70 Plus marks the 10th HONOR smartphone model shipping with Elliptic Labs' AI Virtual Smart Sensor Platform™ in 2025," said Laila Danielsen, CEO of Elliptic Labs. "We have shipped on 42 smartphone models year to date 2025, demonstrating the continuation of our robust smartphone business. Elliptic Labs' full-stack capabilities and expertise in developing state of the art embedded AI models for the smartphone industry are two of the many reasons our global smartphone customers choose us to make devices greener, smarter, and more 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' 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

[HONOR Play 70 Plus](#)

## Attachments

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