

Elliptic Labs Shipping on vivo IQOO Z10 Turbo Series and Y300 GT Smartphones

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, has launched AI Virtual Proximity Sensor™ INNER BEAUTY® on vivo's IQOO Turbo Series and mid-end Y300 GT smartphones, all target global markets. Both the vivo Y300 GT and Turbo Z10 Turbo are using Elliptic Labs' [partner MediaTek's Dimensity 8400 chipset](#), while the IQOO Z10 Turbo Pro utilizes Elliptic Labs' [partner Qualcomm's Snapdragon 8s Gen 4 chipset](#). Elliptic Labs announced the [contract for the vivo IQOO Z10 Turbo and Y300 GT shipment in January 2024](#) and the contract for the IQOO Z10 Turbo Pro [in January 2025](#).

"The vivo IQOO Z10 Turbo, Turbo Pro, and Y300 GT smartphone are the 8th, 9th, and 10th vivo smartphones to ship with Elliptic Labs' AI Platform in 2025, with 23 smartphones overall this year," said Laila Danielsen, CEO of Elliptic Labs. "We shipped our AI Virtual Smart Sensor Platform on 22 vivo smartphone models last year so we're tracking well to this performance so far in 2025. It is clear that vivo has been a solid partner for Elliptic Labs. The value we bring to global OEMs like vivo comes from the innovation we deliver via our AI platform, driving their continued reliance on Elliptic Labs to deliver devices that are 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.

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 marks are the responsibility of their respective organizations.

Image Attachments

[Elliptic Labs Shipping On The Vivo Y300 GT Smartphone](#)

Attachments

[Elliptic Labs Shipping on vivo IQOO Z10 Turbo Series and Y300 GT Smartphones](#)