

## Elliptic Labs Signs New Contract with Xiaomi for Multiple 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 500 million devices today, has signed another license agreement with Xiaomi, the third-largest smartphone manufacturer in the world. The new contract empowers Xiaomi to add Elliptic Labs' AI Virtual Proximity Sensor™ INNER BEAUTY® as its proximity detection solution in multiple upcoming smartphones.

"It is extraordinary for the customer relationship between Elliptic Labs and Xiaomi to not only survive multiple generations of devices but thrive and continue to grow," said Elliptic Labs' CEO Laila Danielsen. "Together, Elliptic Labs and Xiaomi have been at the center of industry-defining designs, and we're proud that we continue this legacy. Our collective passion for developing greener, safer, and more human friendly devices will always be the core of the relationship with Xiaomi."

### **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.

*This information has been submitted pursuant to the Securities Trading Act § 5-12 and MAR Article 19 no. 3. The information was submitted for publication at 2023-06-19 07:00 CEST.*

## **Image Attachments**

[June 19 2023 Xiaomi Signs New Contract With Elliptic Labs](#)

## **Attachments**

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