

Elliptic Labs Announcing First TCL Smartphone Shipping with AI Virtual Proximity Sensor™ - The NxtPaper 60 Ultra 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, has launched the AI Virtual Proximity Sensor INNER BEAUTY® on the first smartphone from its newest smartphone customer TCL. The NxtPaper 60 Ultra is targeted for the global market, shipping with Elliptic Labs' [partner MediaTek's Dimensity 7400 chipset](#). Elliptic Labs announced the [contract for this launch in December 2024](#).

"It's exciting to announce the first smartphone model that Elliptic Labs and TCL are launching together – the NxtPaper 60 Ultra," said Laila Danielsen, CEO of Elliptic Labs. "The NxtPaper 60 Ultra is the 55th smartphone model that we've shipped on year-to-date 2025. Elliptic Labs continues to drive our smartphone business, picking up another global OEM customer in TCL. Along with our existing 11 smartphone OEM customers, we look forward to working with TCL to create 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.

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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 marks are the responsibility of their respective organizations.

Image Attachments

[20250929 FINAL IMAGE TOR SEPT 29 2025 TCL NxtPaper 60 Ultra Smartphone](#)

Attachments

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