

Elliptic Labs Launching on Transsion's Tecno Camon 30S 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 shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® on Transsion's Tecno Camon 30S Pro smartphone. Transsion, the fourth largest smartphone OEM, is releasing the mid-range Tecno Camon 30S Pro smartphone for the global market. The Tecno Camon 30S Pro is utilizing Elliptic Labs' [partner MediaTek's](#) newest chipset, the Helio G100. [Elliptic Labs previously announced the contract for this launch in October 2023.](#)

"Transsion's Tecno Camon 30S Pro is their 15th smartphone to take advantage of our AI Virtual Smart Sensor Platform™," said Laila Danielsen, CEO of Elliptic Labs. "At the core of the collaboration between Transsion and Elliptic Labs is the power, scalability, and robustness of our Small Sensing Models. These Small Sensing Models are AI algorithms we have created that drive our AI Virtual Smart Sensors. By deploying AI Virtual Smart Sensors, the largest smartphone OEMs like Transsion are empowered to design next generation devices that are greener, smarter, and 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 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.

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Image Attachments

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Attachments

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