ellipticlabs

Elliptic Labs Launching Its AI Virtual Proximity Sensor on the New HONOR Magic V Flip 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, is shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® on HONOR's Magic V Flip smartphone. This Magic V Flip device is a modern innovative smartphone with full screen clamshell foldable design, a first for HONOR. Elliptic Labs' partner Qualcomm will drive the Magic V Flip with the Snapdragon 8+ Gen 1 chipset. Elliptic Labs signed the contract for this shipment in March 2024.

"The sleek HONOR Magic V Flip smartphone is the 23rd HONOR device to ship with Elliptic Labs' AI Virtual Smart Sensor Platform™," said Laila Danielsen, CEO of Elliptic Labs. "Leading the industry with our AI models and expertise in both ultrasound and sensor fusion makes Elliptic Labs the clear choice for major smartphone makers like HONOR. Our collaboration has led to world-class products that are greener, smarter, and more user-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.

All other trademarks or service markets are the responsibility of their respective organizations.

Image Attachments
JUNE 14 2024 Elliptic Labs Launching With HONOR On New HONOR V Flip Smartphone

Attachments
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