Press Release
02 April 2025 08:00:00 CEST

Elliptic Labs Signs New Expansion License Contract with Existing Customer for 11 Smartphone Models

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 signed a new expansion contract with an existing smartphone customer - a Top-3 global smartphone OEM - for minimum11 confirmed models. These models are scheduled for market launch within the upcoming 12-15 months.

“Elliptic Labs grew its smartphone business by 144% in 2024, launching on 66 models. In 2025, we’ve just signed our third expansion contract, adding another 11 smartphone models. This brings the total to a minimum of 41 models scheduled for deployment over the next 12 to 15 months,” said Laila Danielsen, CEO of Elliptic Labs. “This continued growth highlights our accelerating market momentum. The world’s top smartphone manufacturers consistently choose our AI Virtual Smart Sensor Platform™ because they see it as a core driver of innovation. Our platform offers the intelligence and scale OEMs need to deliver greener, smarter, and more intuitive devices.”

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.

Image Attachments
Elliptic Labs Signs New Expansion Contract For 11 Smartphones

Attachments
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