

## Elliptic Labs Powers TECNO POVA Curve 2 5G with AI Virtual Proximity Sensor

Oslo, Norway – Elliptic Labs (OSE: ELABS) today announced that its AI Virtual Proximity Sensor INNER BEAUTY® is deployed on Transsion's TECNO POVA Curve 2 5G smartphone.

The TECNO POVA Curve 2 5G launched on February 13 in India and is now available globally.

By running Elliptic Labs' software-based proximity sensing solution on the MediaTek Dimensity 7100 chipset, Transsion replaces traditional hardware proximity sensors with a scalable, cost-efficient AI alternative. This approach enables greater industrial design flexibility, cleaner front-facing device designs, and optimized component layout – while maintaining the reliable proximity performance users expect during calls and everyday use.

[The contract for this deployment](#) was announced in January 2025, and shipments are now underway.

With this launch, Elliptic Labs continues to expand software-defined sensing across global smartphone portfolios – reducing hardware complexity while delivering consistent, high-quality user experiences.

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## **About Elliptic Labs**

Elliptic Labs is a global Edge AI company delivering trusted, low-power on-device sensing at scale. Our AI Virtual Smart Sensor Platform™ enables intelligent, always-on contextual awareness directly on devices – without the need for additional hardware or continuous cloud processing.

Deployed in over 500 million devices worldwide, our platform powers software-defined sensing across a broad range of consumer and enterprise products. By executing compact neural networks directly on-device, our technology delivers adaptive, real-time sensing that preserves user privacy while minimizing power consumption.

For more than a decade, Elliptic Labs has specialized in efficient neural network execution using proprietary runtimes and custom-built sensing models optimized for real-world environments. Built on balanced, self-collected datasets and engineered to operate across diverse hardware architectures, our AI Virtual Smart Sensors enable seamless integration across product generations and device categories.

Our solutions enhance security, personalization, productivity, and user experience – forming a scalable foundation for the next generation of AI-enabled devices.

Headquartered in Norway, with a presence in the USA, China, South Korea, Taiwan, and Japan, Elliptic Labs is listed on the Oslo Stock Exchange. All technology and intellectual property are developed in Norway and are solely owned by the company, ensuring independence and long-term innovation.

## **Trademark**

INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Proximity Sensor, and AI Virtual Smart Sensor Platform are trademarks of Elliptic Labs.

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

## **Image Attachments**

[ELABS Shipping On POVA Curve 2 5G](#)

## **Attachments**

[Elliptic Labs Powers TECNO POVA Curve 2 5G with AI Virtual Proximity Sensor](#)