

Elliptic Labs Shipping with Transsion on Infinix Zero 40 Series 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 Transsion's Infinix Zero 40 Series smartphones. Transsion is launching the Infinix 40 Zero and 40 Zero 5G smartphones for the global market. Both smartphones are utilizing chipsets from Elliptic Labs' [partner MediaTek](#). The Infinix 40 Zero is driven by the [Helio G100 chipset](#) while the higher end Infinix 40 Zero 5G smartphone is using [MediaTek's Dimensity 8200 Ultimate chipset](#). [Elliptic Labs previously announced the contract for this launch in March 2024](#).

"Transsion's Infinix 40 Zero and 40 Zero 5G smartphones are their 16th and 17th smartphones to launch with our AI Virtual Smart Sensor Platform™," said Laila Danielsen, CEO of Elliptic Labs. "Since the introduction of our AI Small Sensing Models in 2016, Elliptic Labs has been at the forefront of AI software innovation for the smartphone industry. These AI Small Sensing Models delivered to our smartphone customers, like Transsion, as fully optimized, tuned, functioning, and integrated AI Virtual Smart Sensors. It is our AI Virtual Smart Sensors that empower the best global smartphone makers to deliver products 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.

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

Image Attachments

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Attachments

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