

Elliptic Labs Launches on HONOR X40 Smartphone for the Global Market

Oslo, Norway – Elliptic Labs (OSE: ELABS), a global AI software company and the world leader in AI Virtual Smart Sensors, has launched its AI Virtual Proximity Sensor INNER BEAUTY® on HONOR's newest smartphone: the HONOR X40 for the global market. The HONOR X40 smartphone will be driven by the Snapdragon 695 Mobile Platform from Elliptic Labs' partner, Qualcomm. Elliptic Labs announced its contract for the HONOR X40 earlier this year.

"The HONOR X40 is just the latest example of the innovative and beautifully-designed smartphones that have come from Elliptic Labs' collaboration with HONOR," said Laila Danielsen, CEO of Elliptic Labs. "We are the world leader in software-based AI Virtual Smart Sensors, and global smartphone OEMs like HONOR rely on the performance, scalability, and reliability of our AI Virtual Smart Sensor Platform to make their devices smarter, greener, and more 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. Still, 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

[HONOR X40](#)

Attachments

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