Elliptic Labs Shipping on Tecno Camon 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 half a billion devices, is shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® on the Transsion's Tecno Camon 40 Series smartphones. Transsion, the fourth largest smartphone OEM globally, have chosen Elliptic Labs' partner MediaTek to drive the Tecno Camon 40 Series. Both the Tecno Camon 40 and 40 Pro, targeted for the global market, are using MediaTek's Helio G100 chipset. The Tecno Camon 40 Pro 5G is utilizing MediaTek's Dimensity 7300 chipset. Elliptic Labs signed the contract for this shipment in March 2024.

"Elliptic Labs and Transsion shipped 17 smartphones together in 2024 and we're pleased to announce the Tecno Camon 40 Series at MWC 2025," said Laila Danielsen, CEO of Elliptic Labs. "Transsion, the world's fourth largest smartphone maker, experienced double-digit growth last year, and we're excited about our continued business with Transsion through 2025 and beyond. With our AI Virtual Smart Sensor Platform delivering AI innovation, the biggest OEMs like Transsion are empowered to design greener, smarter, and more user-friendly 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.

Contacts
Investor Relations:
Lars Holmøy
Lars.Holmoy@ellipticlabs.com

PR Contact:
Patrick Tsui
pr@ellipticlabs.com

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.

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
Elliptic Labs Ships On Tecno Camon 40 Series

Attachments
Elliptic Labs Shipping on Tecno Camon 40 Series Smartphones