

## Elliptic Labs Launches on Xiaomi's Latest Redmi Note 12S Smartphone

**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 today, has launched the AI Virtual Proximity Sensor™ INNER BEAUTY® on Xiaomi's latest edition of its most successful smartphone series, the Redmi Note 12S. The Redmi Note 12S is being launched for the European market. Elliptic Labs' [partner MediaTek](#) is driving the Redmi Note 12S with its [Helio G96 chipset](#). The contract for this launch was [previously announced by Elliptic Labs](#).

"Elliptic Labs and Xiaomi have shared a storied relationship, sharing the same innovative attitude that has led to many trendsetting smartphone designs and devices," said Laila Danielsen, CEO of Elliptic Labs. "We continue this legacy with the latest release of Xiaomi's most popular series, the Redmi Note 12S, that utilizes our AI Virtual Smart Sensor Platform™. This collaboration with Xiaomi continues to reinforce our technological leadership with AI Virtual Smart Sensors and our conviction to make devices greener, smarter, 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, 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**

[May 19 2023 Elliptic Labs Ships New Xiaomi Redmi Note Smartphone](#)

## **Attachments**

[Elliptic Labs Launches on Xiaomi's Latest Redmi Note 12S Smartphone](#)