

## Elliptic Labs Shipping on HONOR V Purse Smartphone

**Oslo, Norway** – [Elliptic Labs](#) (OSE: [ELABS](#)), a global AI software platform company and the world leader in AI Virtual Smart Sensors™ currently deployed in over 500 million devices, is announcing the launch of its AI Virtual Proximity Sensor™ INNER BEAUTY® with HONOR's V Purse smartphone. HONOR is releasing the V Purse smartphone for the global market. The V Purse smartphone is introducing a unique concept for the foldable smartphone market. When folded, the HONOR V Purse smartphone folds into a purse or handbag. And with its outward facing display, V Purse can mimic different purse styles.

Elliptic Labs is fast becoming the leader in offering its AI Virtual Smart Sensors for groundbreaking foldable phone designs. The HONOR V Purse is the fourth foldable phone Elliptic Labs has announced. Elliptic Labs' [partner Qualcomm](#) is driving the HONOR V Purse with its [Snapdragon 778G chipset](#). The contract for this launch was [previously announced by Elliptic Labs](#).

"Working together with HONOR on its unique V Purse smartphone design speaks to the innovative spirit shared by both Elliptic Labs and HONOR," said Laila Danielsen, CEO of Elliptic Labs. "Leading smartphone OEMs continue to choose Elliptic Labs for their next-generation foldable phone designs. These smartphone makers trust in Elliptic Labs' value to drive innovation through our software-based AI Virtual Smart Sensors. We are confident that we will continue to empower these OEMs to develop devices that are 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.

### Contacts

Investor Relations:

Lars Holmøy

[Lars.Holmoy@ellipticlabs.com](mailto:Lars.Holmoy@ellipticlabs.com)

PR Contact:

Patrick Tsui

[pr@ellipticlabs.com](mailto:pr@ellipticlabs.com)

## **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**

[September 20 2023 Elliptic Labs Shipping On HONOR V Purse Smartphone](#)

## **Attachments**

[Elliptic Labs Shipping on HONOR V Purse Smartphone](#)