Press Release
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Elliptic Labs Launching with HONOR on HONOR Power and X60GT 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, has launched its AI Virtual Proximity Sensor™ INNER BEAUTY® on HONOR's newest smartphones - the HONOR Power and HONOR X60GT. The HONOR Power, a brand new smartphone series introduced by HONOR and launched for the global market, uses Elliptic Labs' partner Qualcomm's Snapdragon 7 Gen 3 chipset while the HONOR X60GT smartphone uses Qualcomm's Snapdragon 8 Gen 1 chipset. Elliptic Labs signed the contract for these shipments in March 2024.

"HONOR's newest smartphone design, the HONOR Power, and the HONOR X60GT are the latest HONOR devices to rely on our AI Virtual Smart Sensor Platform™ to deliver AI innovation," stated Laila Danielsen, CEO of Elliptic Labs. "HONOR's choice to depend on our AI Virtual Smart Sensors on the first ever Power series smartphone in the market demonstrates the reliability, scalability, and value of our solutions. It is our AI platform's dependability and innovation that leads to our global customers' continued use to bring devices to the market that are greener, smarter, and more user-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' 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.

Image Attachments
Elliptic Labs Shipping On HONOR Power Smartphone

Attachments
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