

## Elliptic Labs Launching with vivo on V40 Lite 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, is shipping its AI Virtual Proximity Sensor™ INNER BEAUTY® on vivo's V40 Lite smartphone. The vivo V40 Lite smartphone - targeted for the global market - is driven by Elliptic Labs' partners [Qualcomm's Snapdragon 6 Gen 1 chipset](#). [Elliptic Labs previously announced this contract](#).

"vivo's V40 Lite is the 14th smartphone from vivo to ship with our AI Virtual Proximity Sensor INNER BEAUTY," said Laila Danielsen, CEO of Elliptic Labs. "The rapid growth of our relationship with vivo is due to power and scalability of our deep neural networks, our Small Sensing Models (SSMs). These SSMs are a result of Elliptic Labs' leadership in AI, ultrasound, and sensor fusion. Our AI software platform utilizing these SSMs is the primary reason global smartphone makers like vivo choose Elliptic Labs to make their devices 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.

### **Contacts**

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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**

[JUNE 27 2024 Elliptic Labs Shipping On Vivo V40 Lite Smartphone](#)

## **Attachments**

[Elliptic Labs Launching with vivo on V40 Lite Smartphone](#)