

Elliptic Labs Launching the AI Virtual Proximity Sensor on vivo's V70, V70 Elite, and iQOO 15R Smartphones

Oslo, Norway – March 05, 2026 – Elliptic Labs (OSE: [ELABS](#))' AI Virtual Proximity Sensor INNER BEAUTY® is shipping on vivo's V70, V70 Elite, and iQOO 15R smartphones, delivering reliable AI-powered proximity performance while allowing for cleaner front-facing designs and reduced hardware complexity.

These devices are now available globally.

To provide this experience, vivo is deploying Elliptic Labs' AI software across multiple Qualcomm chipsets, specifically the Snapdragon 7 Gen 4 for the V70, Snapdragon 8s Gen 3 for the V70 Elite, and Snapdragon 8 Gen 5 for the iQOO 15R. Replacing traditional hardware sensors with Elliptic Labs' software-only solution enhances industrial design flexibility and simplifies internal components, all without compromising robust proximity performance for calls and daily use.

Elliptic Labs announced the [contract for this deployment](#) in January 2025, shipments are now underway.

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 Edge AI company delivering trusted, low-power on-device sensing at scale. Our AI Virtual Smart Sensor Platform™ enables intelligent, always-on contextual awareness directly on devices – without the need for additional hardware or continuous cloud processing.

Deployed in over 500 million devices worldwide, our platform powers software-defined sensing across a broad range of consumer and enterprise products. By executing compact neural networks directly on-device, our technology delivers adaptive, real-time sensing that preserves user privacy while minimizing power consumption.

For more than a decade, Elliptic Labs has specialized in efficient neural network execution using proprietary runtimes and custom-built sensing models optimized for real-world environments. Built on balanced, self-collected datasets and engineered to operate across diverse hardware architectures, our AI Virtual Smart Sensors enable seamless integration across product generations and device categories.

Our solutions enhance security, personalization, productivity, and user experience – forming a scalable foundation for the next generation of AI-enabled devices.

Headquartered in Norway, with a presence in the USA, China, South Korea, Taiwan, and Japan, Elliptic Labs is listed on the Oslo Stock Exchange. All technology and intellectual property are developed in Norway and are solely owned by the company, ensuring independence and long-term innovation.

Trademark

INNER BEAUTY is a registered trademark of Elliptic Labs.

AI Virtual Smart Sensor, AI Virtual Proximity Sensor, and AI Virtual Smart Sensor Platform are trademarks of Elliptic Labs.

All other trademarks or service markets are the responsibility of their respective organizations.

Image Attachments

[ELABS Shipping On VIVO](#)

Attachments

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