Elliptic Labs Shipping on Smartphone Designed by Ant Design Mobile

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 the newly announced Moondrop MIAD 01 smartphone.

Elliptic Labs previously announced the contract for this launch with Ant Design Mobile, an Original Design Manufacturer (ODM), that has designed this phone for Moondrop Labs. Elliptic Labs and Ant Design Mobile worked directly to integrate the AI Virtual Proximity Sensor into Moondrop Labs' MIAD 01 smartphone. This is the second smartphone designed by Ant Design Mobile to be launched utilizing Elliptic Labs' AI Virtual Proximity Sensor INNER BEAUTY. Ant Design Mobile chose Elliptic Labs' partner MediaTek, utilizing MediaTek's Dimensity 7050 chipset for the MIAD 01 smartphone.

"Bringing on Ant Design Mobile as a customer allows Elliptic Labs the scale to work with up-and-coming smartphone makers like Moondrop Labs," said Laila Danielsen, CEO of Elliptic Labs. "By working with Ant Design Mobile, smartphone makers have access to the same economies of scale as our larger customers. Signing on ODMs like Ant Design Mobile opens up more opportunities for Elliptic Labs to develop products 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

PR Contact:
Patrick Tsui
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
ANT MOBILE April 29 2024 Elliptic Labs Launches On MOONDROP MIAD01 Smartphone

Attachments
Elliptic Labs Shipping on Smartphone Designed by Ant Design Mobile