

## Elliptic Labs Launching on vivo V50 Series 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, is launching its AI Virtual Proximity Sensor™ INNER BEAUTY® on Top-5 global smartphone OEM vivo's V50 Series smartphones. The vivo V50 runs Elliptic Labs' [partner Qualcomm's Snapdragon 7 Gen 3 chipset](#) and the vivo V50e is driven by [Elliptic Labs' partner MediaTek's Dimensity 7300 chipset](#). Both phones are targeted for the global market. Elliptic Labs signed the [contract for this shipment in December 2024](#).

"We continue to build a growing partnership with vivo this year, last year we shipped on 22 smartphone which resulted in growing smartphone revenue for us in 2024," said Laila Danielsen, CEO of Elliptic Labs. "vivo, a global Top-5 smartphone maker, experienced double digit growth last quarter, showing that driving innovation with partners like Elliptic Labs is critical to their business. Our AI Platform is at the core of AI innovation, delivering Contextual Intelligence for the biggest OEMs to create greener, smarter, and more user-friendly devices."

### 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.

## **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**

[Elliptic Labs Launching On Vivo V50 Series Smartphones](#)

## **Attachments**

[Elliptic Labs Launching on vivo V50 Series Smartphones](#)