Elliptic Labs Launching on Transsion's Infinix Note 40S 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, has launched its AI Virtual Proximity Sensor™ INNER BEAUTY® on Transsion's Infinix Note 40S smartphone. Transsion, the fourth largest smartphone OEM, is releasing the Infinix Note 40S smartphone for the global market. The Infinix Note 40S is driven by Elliptic Labs' partner MediaTek's Helio G99 chipset. Elliptic Labs previously announced the contract for this launch in October 2023.

"Transsion's Infinix Note 40S is the 14th smartphone from Transsion to utilize our AI Virtual Smart Sensor Platform™," said Laila Danielsen, CEO of Elliptic Labs. "Transsion has taken advantage of the power, scalability, and robustness of our Small Sensing Models, the AI algorithms we are developing that are at the core of our AI Virtual Smart Sensors. We have developed these Small Sensing Models to be tiny in size and optimized in resource requirements, making them the perfect solution to deliver critical features to mobile devices. This capability to run our AI models on resource-constrained devices – like smartphones – empowers our customers to innovate designs that are greener, smarter, and 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.

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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
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Attachments
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