



vidhance

Vidhance AI Composition Reaches First Commercial Release in Leading Smartphone

Uppsala, Sweden – July 7, 2026 – Vidhance AB, a Swedish software company with deep expertise in AI-driven video and imaging technology, today announces the first commercial release of its AI Composition technology, now available in a flagship smartphone from a leading consumer electronics manufacturer. The deployment marks the technology's entry into the mass-market consumer segment.

AI Composition is Vidhance's first stand-alone AI product built on its own purpose-trained model, developed specifically for automatic subject detection and shot composition. The technology analyses every frame in real time, identifies the primary subject, and calculates the optimal zoom level and crop – delivering a well-composed image with a single tap.

A key differentiator is the efficiency of the underlying AI model. Designed to run directly on the device, it places minimal demand on the processor and draws little power – making it well suited for deployment in devices where battery life and thermal performance are priorities. This edge AI approach requires no cloud connection and adds no measurable impact on device performance.

"AI Composition marks a shift in how we think about camera intelligence – from enhancing what the sensor sees, to understanding what the user wants to capture. The model runs efficiently on edge hardware, which makes it relevant well beyond the smartphone. We are already in discussions with partners across several of our business areas."

Niclas Elvgren, Chief Commercial Officer, Vidhance AB

Vidhance sees significant potential for edge AI across all its business areas, from enhancing the everyday experience for consumers to supporting professionals who depend on reliable visual intelligence in the field.

About Vidhance AB

Vidhance AB is a Swedish software company with deep expertise in AI-driven video and imaging technology. With over 18 years of research and development, Vidhance technology powers more than one billion devices globally across smartphones, wearables, healthcare, and defence and security. Headquartered in Uppsala, Sweden, Vidhance AB is listed on the Spotlight Stock Market (VIDH).

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