



OMNIVISION REVOLUTIONIZES MOBILE VIDEO EXPERIENCE WITH NEW VIDEO-IN-VIDEO (ViV™) TECHNOLOGY

OMNIVISION'S ViV ENABLES REAL-TIME VIDEO SHARING FROM PRIMARY AND SECONDARY CAMERAS SIMULTANEOUSLY

SANTA CLARA, Calif., — January 16, 2013 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the Video-in-Video (ViV™) technology, a dual-camera video sharing technology that allows for the combination of video feeds from both the front- and rear-facing cameras into a single video stream. OmniVision's new ViV technology is designed to revolutionize the way users share, record, and experience video. In particular, using ViV technology, smartphone and tablet manufacturers can now offer their customers a highly dynamic video sharing and conferencing experience, without making any major changes to existing designs or operating systems.

“After two years of development and fine-tuning, we are bringing to market a technology that we believe can truly enhance the way people record and share video and images on smartphones and tablets,” said Henrik Miettinen, product marketing manager at OmniVision. “Given the explosive growth of image and video sharing on social networks, as well as the popularity of video chat and conferencing on mobile devices, we see ViV as an enabler to the next trend in mobile video, making it a highly attractive solution to our customers as well as to end-users.”

OmniVision's ViV technology is built on a master/slave configuration where a primary 5-megapixel camera (such as the OV5645 or the OV5648) can share its MIPI interface with an attached secondary VGA camera (such as the OV7695). Using stitching and bypass modes, the primary camera can send via its MIPI interface either combined or slave-only images or video to the baseband, with or without image signal processing, thus requiring only one MIPI camera interface to support dual-cameras.

About OmniVision

OmniVision Technologies (NASDAQ: OVTI) is a leading developer of advanced digital imaging solutions. Its award-winning CMOS imaging technology enables superior image quality in many of today's consumer and commercial applications, including mobile phones, notebooks, tablets and webcams, digital still and video cameras, security and surveillance, entertainment devices, automotive and medical imaging systems. Find out more at www.ovt.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, and potential market appeal of ViV™ are forward-looking statements that are subject to risks and uncertainties. These risks and uncertainties, which could cause the forward-looking statements and OmniVision's results to differ materially, include, without limitation: potential errors, design flaws or other problems with ViV™, customer acceptance, demand, and other risks detailed from time to time in OmniVision's Securities and Exchange Commission filings and reports, including, but not limited to, OmniVision's annual report filed on Form 10-K and quarterly reports filed on Form 10-Q. OmniVision expressly disclaims any obligation to update information contained in any forward-looking statement.

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