



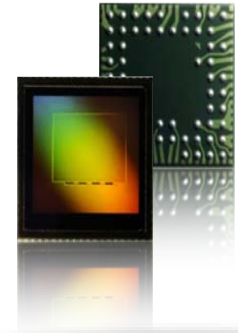
OmniVision Technologies (OVT)
1.75 OmniBSI Introduction
Embargoed News: June 22, 2009

OmniVision.

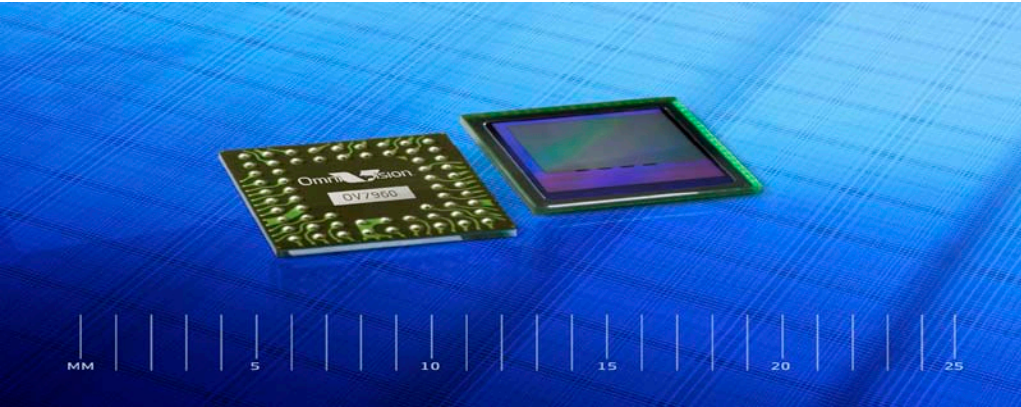
the clear advantage™

Agenda

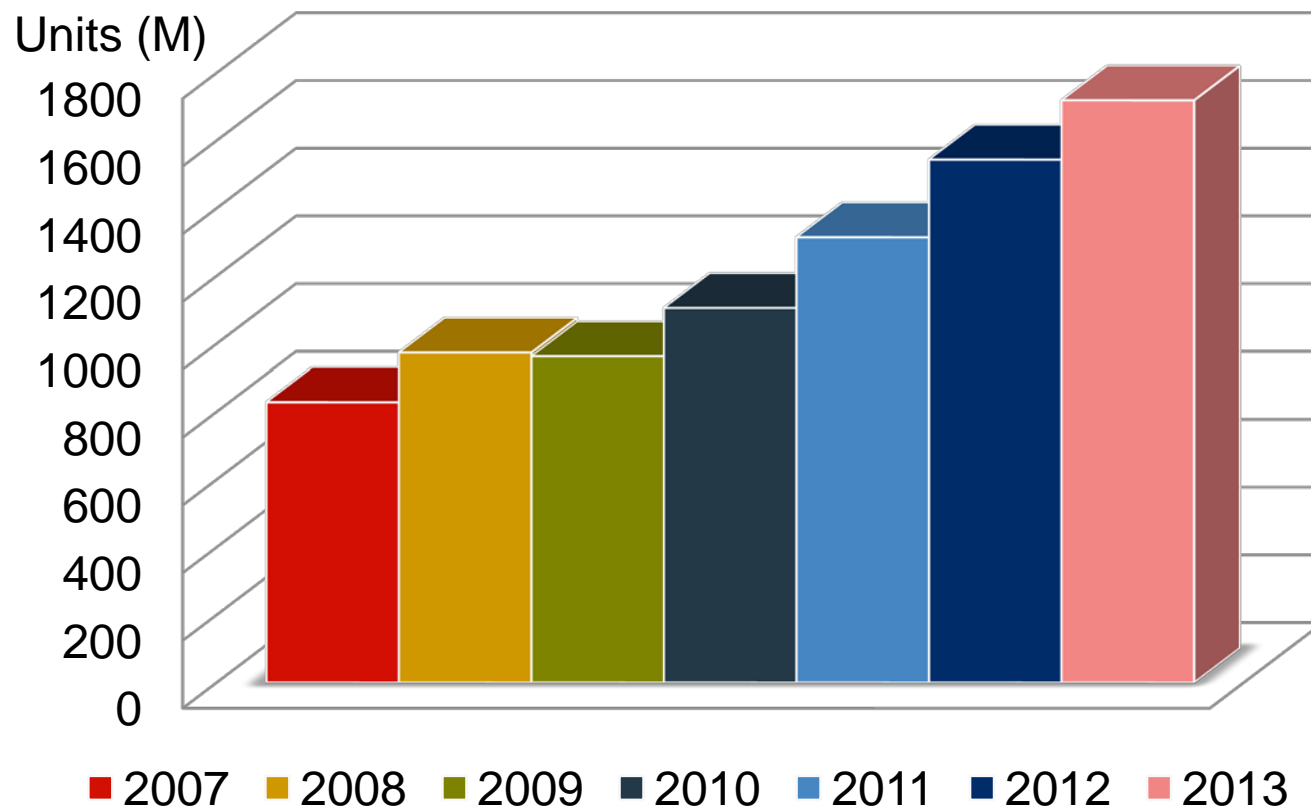
- Market trends
- Introducing OmniBSI™ 1.75μ family
 - OV5650 and OV2665 for mobile phones
 - OV5653 for DSC/DV applications
- Summary



Market trends

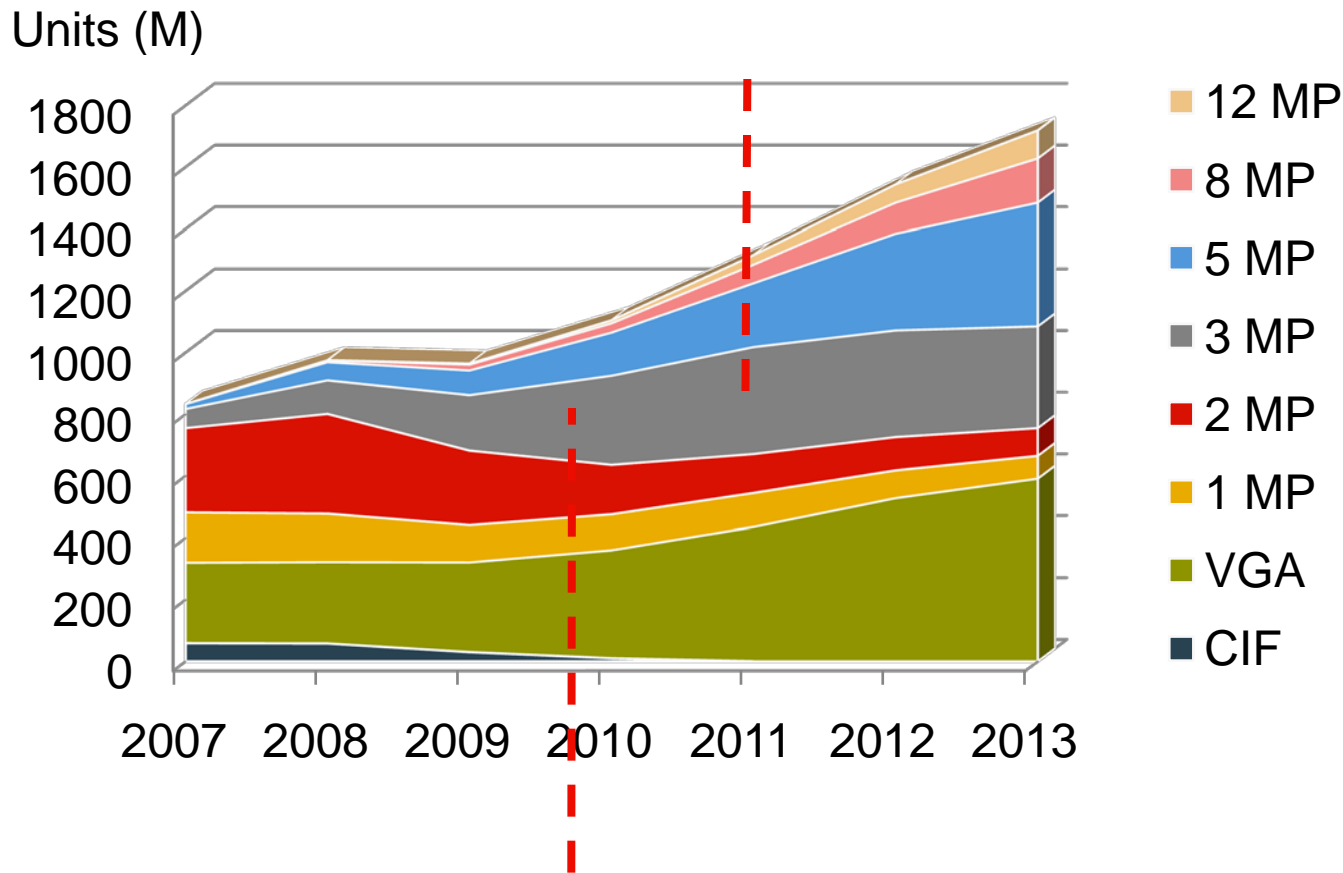


Mobile Phone Market Forecast



Source: TSR April 2009: Excludes gray camera phones

Mobile Phone Market Trend by Resolution



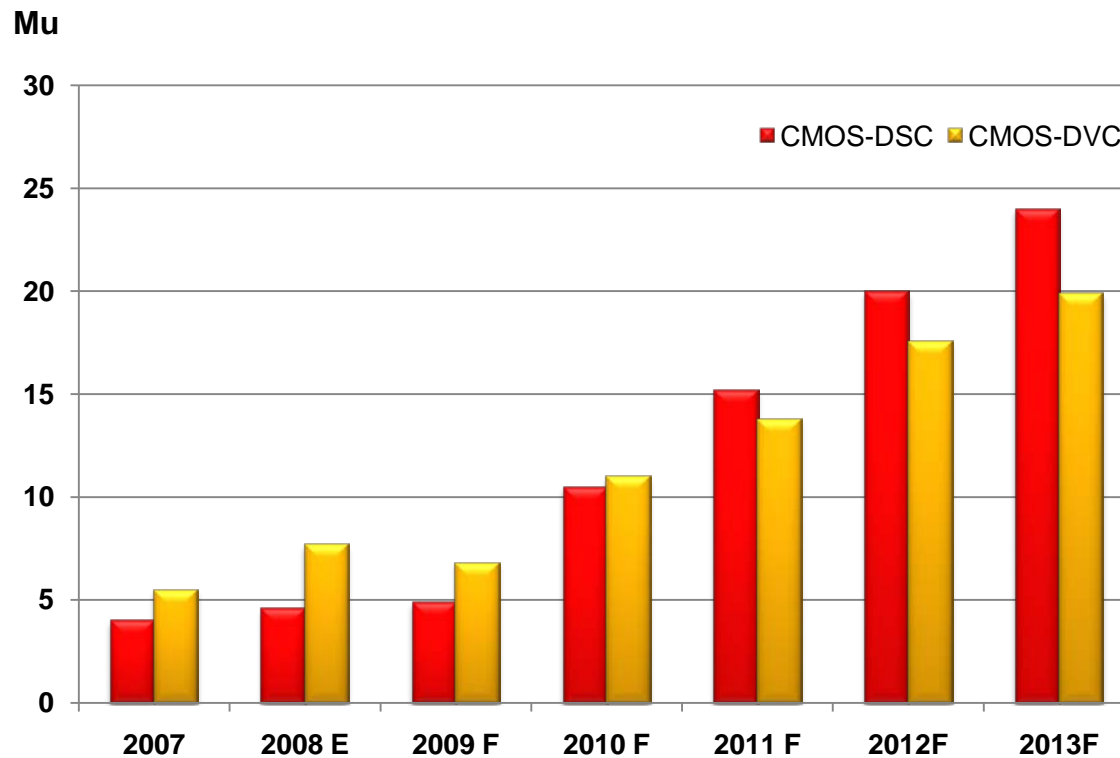
2 megapixel – current high volume leader

5 megapixel – begins to ramp as volume leader in 2011

Source: TSR April 2009

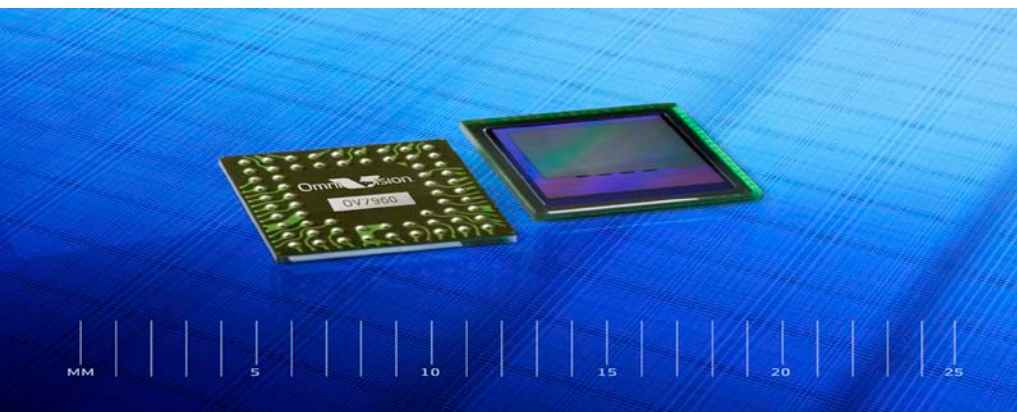
DSC based on CMOS sensors

Shipment projection



Source: TSR, April 2009

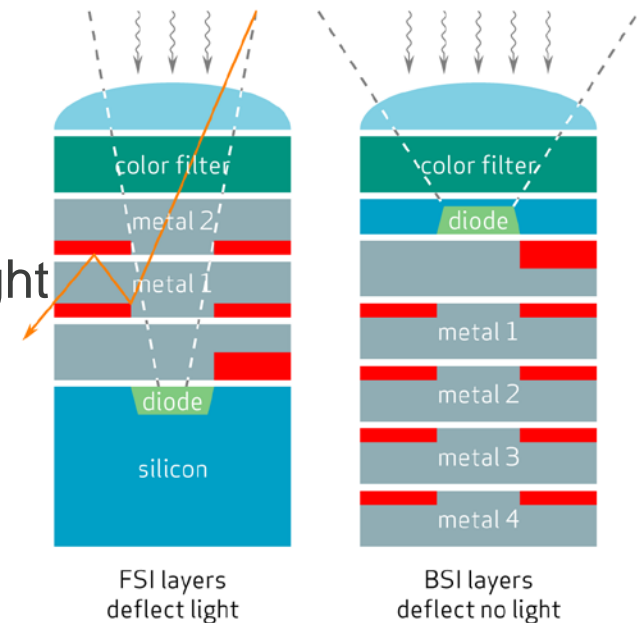
Introducing 1.75 OmniBSI Family



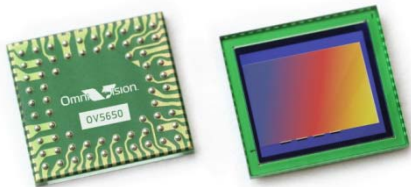
OmniBSI™ technology

First to market with commercial BSI solutions

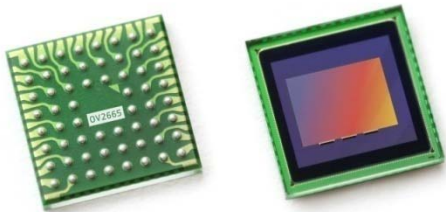
- Best-in-class light absorption
 - Increased sensitivity
 - Shortest path for light to reach the detector
 - No metal or transistors to block or reflect light
- Thinner camera modules
 - Lower z-height
 - Higher CRA for lower height lenses



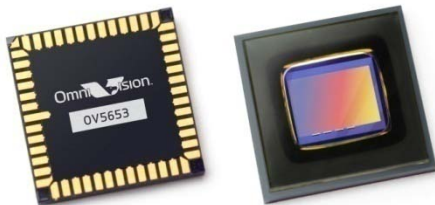
Introducing OmniBSI 1.75 μm Family



**OV5650 5-megapixel RAW sensor
for high-performance mobile phones**



**OV2665 2-megapixel SoC
for mass market mobile phones**

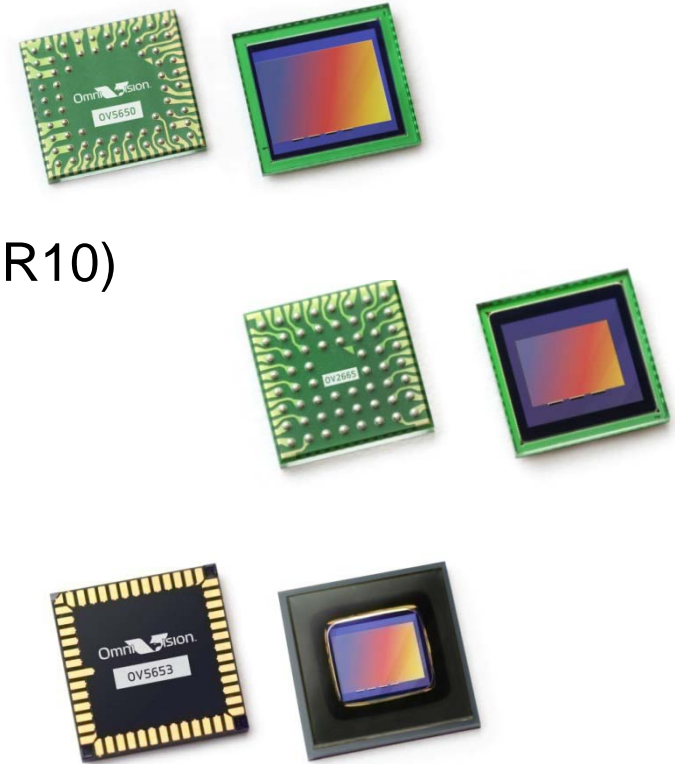


**OV5653 5-megapixel RAW sensor
for DSC & DV applications**

OmniBSI™ 1.75 μm

Enables superior image quality

- Best in class low light sensitivity
>1400 mV/lux-sec
- 2x improvement in signal-to-noise ratio (SNR10)
<70 lux
- Industry's lowest stack height
- HD video at 60 fps
 - OV5650 and OV5653



Introducing OV5650 5-megapixel RAW

DSC-quality imaging for high-performance mobile phones

- Industry's lowest stack height
- 720p @ 60 fps & 1080p @ 30 fps
- Supports digital video parallel port or two-lane MIPI
- Full-frame, 2 x 2 binning, windowed or scaled 10-bit images in RAW RGB format
- 256 bytes of available on-chip memory



Introducing OV2665 2-megapixel SoC

DSC-quality imaging for mass market mobile phones

- Industry's lowest stack height
- Advanced image signal processor (ISP)
 - Lens correction
 - Auto exposure
 - Auto white balance
 - Auto flicker
- Real time image processing with parallel or single lane MIPI interface
- Supports 2 x 2 binning and sub-sampling down to any arbitrary resolution
- Supports YUV and RAW output



Introducing OV5653 5-megapixel sensor

Best 5-megapixel solution for DSC/DV applications

- Automatic image control functions
 - Exposure control
 - 50/60 Hz luminance detection
 - Auto black level calibration
- Programmable user controls
 - Image quality
 - Formatting and output data transfer
 - Mirror and flip, cropping
 - Windowing and panning
- 720p @ 60 fps & 1080p @ 30 fps
- Horizontal/vertical sub-sampling and 2 x 2 binning



Summary



- OmniBSI™ 1.75 delivers industry highest image quality
 - >1400 mV/lux-sec low light sensitivity
 - 2x improvement signal to noise ratio
- Three new devices
 - OV5650 5-megapixel for high-performance smart phones
 - OV2665 2-megapixel for mass-market mobile phones
 - OV5653 5-megapixel solution for DSC/DV applications
- Available now
 - Samples immediately available
 - Volume production second half CY 2009

Thank you

