



Media Contact:
Martijn Pierik
Impress Public Relations
Ph: 602.366.5599
martijn@impress-pr.com

Company Contact:
Scott Foster
OmniVision Technologies
Ph: 408.567.3077
sfoster@ovt.com

Investor Relations:
OmniVision Technologies
Ph: 408.567.3263

OMNIVISION LAUNCHES WORLD'S FIRST 1/4-INCH, 5 MEGAPIXEL SOC SENSOR

OV5642 INCORPORATES BOTH OMNIBSI™ TECHNOLOGY AND TRUEFOCUS™ ISP

TOKYO, Japan (CEATEC) — September 30, 2008 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading independent supplier of CMOS image sensors, today introduced the world's first ¼ inch, 5 megapixel system-on-chip (SOC) image sensor based on OmniVision's new OmniBSI technology. The new OV5642 represents OmniVision's most advanced sensor to date, combining its 1.4-micron [OmniBSI pixel](#) with its top of the line TrueFocus image signal processor (ISP). OmniBSI technology enables the OV5642 to deliver high quality low-light performance (>500mV/Lux-sec), while the advanced embedded TrueFocus ISP provides all the functionality of a complete camera on a chip including extended depth of field (EDoF).

OmniBSI technology delivers best-in-class low light sensitivity in a small footprint, making it ideal for ultra-thin camera module designs for next generation mobile phones and other mobile applications. Backside illumination represents a unique, new approach to traditional CMOS image sensor technology, essentially inverting the sensor to collect light from the backside. This approach offers the most direct path for light to strike the pixel, resulting in a greatly improved fill factor, higher quantum efficiency and significantly reduced cross-talk, which translates into greater sensitivity and better color reproduction. OmniBSI technology also reduces stack height, increasing the chief ray angle (CRA) to enable greater zoom tolerances and significantly thinner camera modules.

The embedded TrueFocus ISP presents OmniVision's most powerful signal processing engine, increasing both image quality and camera performance while delivering extended depth of field (EDoF) using traditional, standard lens technologies. TrueFocus employs a combination of advanced de-noise, gamma and color correction algorithms to reduce color noise without removing details, and image sharpening techniques that minimize color aliasing to deliver exceptionally sharp and clear color images.

"The OV5642 represents a 'best-of-both-worlds' solution for our customers, in terms of sensor performance and image processing," said Bruce Weyer, Vice President of Marketing at OmniVision. "By employing OmniBSI technology, we are able to embed our most powerful TrueFocus ISP on the sensor without expanding silicon real estate or moving to more expensive process nodes. The OV5642 gives our customers a cost effective road-map to even higher-quality, higher-performance mobile phone designs."

To further improve camera performance and user experience, the OV5642 features an internal anti-shake engine for image stabilization and supports thumbnailing and Scalado tagging for faster image preview and zoom. It also has an embedded auto focus controller, which can be programmed via the internal microcontroller. The auto focus mechanism can be controlled via the general purpose I/O.

The OV5642 can output video in full resolution at 15 frames per second (fps). It also supports 720p High Definition (HD) 60 fps and 1080p HD video at 30 fps. The OV5642 also offers Bridging and Daisy Chain support, which allow secondary cameras to share the use of its ISP via the digital video port (DVP), while providing continued output through the dual-lane MIPI interface. An integrated JPEG compression engine simplifies data transfer for bandwidth limited interfaces. [Click here for more details on the OV5642.](#)

For identification and storage purposes, the OV5642 incorporates one-time programmable (OTP) memory. The OV5642 will be available for sampling in the coming weeks, and is expected to go into volume production in the first quarter of 2009.

About OmniVision®

OmniVision Technologies designs and markets high-performance semiconductor image sensors. Its CameraChip™ products using OmniPixel®, OmniPixel2™, OmniPixel3™, OmniPixel3-

HS™ and OmniBSI™ technologies are highly integrated, single-chip CMOS image sensors for mass-market consumer and commercial applications such as mobile phones, notebooks, security and surveillance systems, digital still cameras, automotive and medical imaging systems and interactive video games. Additional information is available at www.ovt.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance and capabilities of, and the expected time frame for sampling and volume shipment of the OV5642 CMOS image sensors 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 the OV5642; 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.

OmniVision® and OmniPixel® are registered trademarks of OmniVision Technologies, Inc. The OmniVision logo, CameraChip™, TrueFocus™, OmniPixel2™, OmniPixel3™, OmniPixel3-HS™ and OmniBSI™ are trademarks of OmniVision Technologies, Inc.

#