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OMNIVISION AND eASIC OFFER MPEG-4 REFERENCE DESIGN TO PROVIDE RAPID DEVELOPMENT OF CAMERA SOLUTIONS

SUNNYVALE, Calif. — July 31, 2008 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading independent supplier of CMOS CameraChip™ image sensors and eASIC Corporation, the leading provider of zero mask-charge ASIC devices, today announced the availability of the eDVR91, an MPEG-4 camera reference design suitable for a broad range of applications including camcorders, security and surveillance cameras and automotive vision systems.

The [eDVR91](#), a camera reference design based on OmniVision's OV7725 CameraChip™ sensor and eASIC's eDV9100 MPEG-4 CODEC, enables the capture, compression and storage of digital video and audio on a Secure Digital (SD) storage card. The eDVR91 can store eight hours of compressed video and audio on a single 2G SD memory card.

“The superior video quality of OmniVision's OV7725, especially in low-light conditions, combined with our low-cost eDV9100 MPEG-4 CODEC, provides the ideal combination of video quality at a price point that will meet our customers' requirements,” said Jasbinder Bhoot, Senior Director of Worldwide Marketing at eASIC Corporation. “Furthermore, this reference design will help our customers accelerate deployment, and ultimately, time-to-revenue.”

“Our collaboration with eASIC has yielded a design platform that enables a highly versatile solution for rapid, cost effective, and straightforward system development,” commented Todd Koelling, Sr. Director of Marketing at OmniVision. “By significantly reducing the customers' development time and cost, these design kits can accelerate time-to-revenue, and ultimately help our customers across all markets become more competitive.”

The OV7725 is a 1/4-inch sensor that provides the full functionality of a VGA camera and image processor on a single chip, enabling easy and cost efficient integration. Built with a 6 x 6 micron pixel, the OV7725 delivers ultra-high light sensitivity (3.8 V/Lux-sec), making it the ideal solution for a wide range of applications that need to operate well in low light conditions. The OV7725 can operate at 60 frames per second (fps) in VGA mode, or 120 fps in QVGA.

The eDVR91 comes complete with schematics, firmware and software, and is currently available from eASIC for \$299. For more details, visit www.eASIC.com.

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.

About eASIC

eASIC is a fabless semiconductor company offering breakthrough zero mask-charge ASIC devices aimed at dramatically reducing the overall cost and time-to-production of customized semiconductor devices. Low-cost, high-performance and fast-turn ASIC and System-on-Chip designs are enabled through patented technology utilizing Via-layer customizable routing. This innovative fabric allows eASIC to offer ASICs with no mask-charges and no minimum order quantity. Privately held eASIC Corporation is headquartered in Santa Clara, California. Investors include Khosla Ventures, Kleiner Perkins Caufield and Byers (KPCB), Crescendo Ventures, Advanced Equities Incorporated and Evergreen Partners. For more information, please visit www.eASIC.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the performance and capabilities of, the anticipated demand for and the expected time frame for volume shipment of the OV7725 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 OV7725; 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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