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OmniVision Launches Improved 1.3 Megapixel CameraChip For Mobile Applications

SUNNYVALE, Calif. — July 13, 2005 — OmniVision Technologies, Inc. (**NASDAQ: OVTI**), the world's leading supplier of CMOS image sensors, today launched its OV9655, a newly improved 1.3 megapixel CMOS image sensor (CIS) for mobile applications. With significant improvements in its pixel performance, the new sensor offers added features and higher image quality.

One key feature of the OV9655 is an LCD scaler, which allows handset makers to scale images to the exact size of the phone and eliminates any horizontal or vertical scaling bars on the LCD screen without the need for a more expensive backend DSP. In addition, the OV9655's improved DSP process improves the sensor's image processing capabilities, resulting in greatly enhanced image quality.

"The improved 1.3 megapixel CameraChip™ answers the changing needs of our handset customers," said Jess Lee, OmniVision's Director of Product Marketing. "Since late last year, 1.3 megapixel camera phones have quickly become the product of choice with new handset buyers, and these product quality improvements and added features should directly assist our customers to compete better in this market segment."

The OV9655 is based on OmniVision's proprietary OmniPixel™ technology platform, which has proven critical in meeting customers' high image-quality requirements. The OmniPixel technology's unique pixel architecture significantly increases the signal-to-noise ratio, which enables the OV9655 to perform exceptionally well in low-light conditions.

The OV9655 is a ¼-inch, low-voltage CIS offering the full functionality of a single-chip SXGA (1280 x 1024) camera and image processor. It supports image sizes SXGA, VGA and any size scaling down from VGA to 40x30. The OV9655 also has a strobe mode that allows it to work with an external flash or LED.

The OV9655 provides full-frame, sub-sampled, scaled or windowed 8-bit/10-bit images in a wide range of formats controlled through a serial camera control bus (SCCB) interface. All required image processing functions including exposure control, gamma, white balance, color saturation, hue control, white pixel canceling and noise canceling are programmable through the SCCB interface.

Samples of the OV9655 are now available.

About OmniPixel Technology

OmniPixel™ technology is the CMOS image sensor industry's first no-compromise technology for advanced image-sensor applications. It enables OmniVision's next generation of image sensors to deliver the light sensitivity, resolution, color fidelity and low noise of advanced CCD products, while also providing the proven advantages that designers have come to expect from OmniVision's CMOS solutions — low cost, high integration, low power consumption, wide dynamic range and switchable still-image or video capture. OmniPixel products come with premium features such as auto-focus, zooming, panning and mechanical shutter control that allow OmniPixel technology to challenge CCDs in high-end camera markets.

About OmniVision

OmniVision Technologies designs and markets high-performance semiconductor image sensors. Its OmniPixel and CameraChip products are highly integrated single-chip CMOS image sensors for mass-market consumer and commercial applications such as mobile phones, digital still cameras, security and surveillance systems, interactive video games, PCs and automotive imaging systems. Additional information is available at www.ovt.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the performance and capabilities of OmniVision's OV9655 1.3-megapixel CMOS image sensor and the anticipated acceptance and market penetration in the camera phone market of 1.3 megapixel CMOS products, generally, and OmniVision's OV9655 1.3-megapixel CMOS image sensor, in particular, are forward-looking statements that are subject to risks and uncertainties. These risks and uncertainties, which could cause the forward-looking statements to differ materially, include, without limitation: potential errors, design flaws or other problems with the OV9655 1.3-megapixel CMOS image sensor; risks associated with building customer acceptance of and demand for the OV9655; the development of the market for 1.3 megapixels in the camera phone market as well as in markets for other portable applications incorporating image sensors; the rapid changes in technical requirements for camera phone products; competitive risks; as well as other risks detailed from time to time in OmniVision's Securities and Exchange Commission filings and reports, including, but not limited to, OmniVision's most recent annual report filed on Form 10-K and its subsequent quarterly reports filed on Form 10-Q. OmniVision disclaims any obligation to update information contained in any forward-looking statement whether as a result of new information, future events or otherwise.

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