



OMNIVISION CRUISES INTO AUTOMOTIVE MARKET

Launches First in the Family of CMOS Image Sensors for Driver Assistance Applications

SUNNYVALE, Calif. — March 23, 2005 — OmniVision Technologies, Inc. ([Nasdaq: OVTI](#)), one of the world's leading suppliers of CMOS image sensors, today launched its first image sensor designed specifically for the automotive market. The OV7940 is a new high-performance, highly-integrated analog CMOS image sensor based on OmniVision's proprietary OmniPixel™ technology. This true single-chip solution can be used in numerous automotive driver assistance applications.

"The automotive market is an important growth market for image sensors, with cameras fast becoming a standard feature on new cars," commented Hasan Gadjali, Director of Marketing for Advanced Products at OmniVision. "We are ready to provide Tier 1 manufacturers with a premium quality yet cost-competitive module solution with the OV7940, which, because of its optimized single-chip design, will enable a module cost of under US\$30.00."

Market analyst firm Techno Systems Research (TSR) projects that application volumes for CMOS image sensors will surpass those for CCD sensors next year, and that by 2008, 20 million CMOS sensors will be in use in the automotive market.

The OV7940 is built to stringent, high end specifications that meet the Automobile Electronics Council AEC-Q100 criteria encompassing a series of tests including, but not limited to, preconditioning, humidity, high temperature cycle, mechanical, optical and electrical test parameters. For example, it uses a 48-pin Quad Flat Pack (QFP) arrangement that firmly attaches the sensor to the PCB, enabling it to withstand both severe vibration, and expansion and contraction in extreme temperatures. Its OmniPixel technology design has an extended operational temperature range of -40°C to +85°C and its high sensitivity makes it well suited for low light conditions. Both of these factors are critical requirements in automotive applications.

Techno Systems Research March 2004, CCD/CMOS Area Image Sensor Market Analysis 2004

In addition to a number of key applications in the automotive market, the OV7940 is also suitable for applications where high-performance image sensors are important, for example, in mainstream CCTV and security systems, currently dominated by CCDs.

Besides the color OV7940, a black-and-white version, the OV7440, is also available. Both devices support the NTSC and PAL formats. These devices are available for sampling now and are expected to be in volume production in the third quarter of 2005.

Key Features:

- 1/3" lens format
- Single-chip solution
- 9.2 μm x 7.2 μm pixel size
- 510 x 496 NTSC output
- 628 x 586 PAL output
- OmniPixel technology for low-light performance and temperature
- Color and B&W options
- Low-light performance
 - = 1 Lux color
- -40 to +85 C operation
 - Dark current < 5mV/s @ 60C
- Automatic exposure/gain with 16 zone control
- Auto white balance control
- Aperture/Gamma correction
- I2C bus programmable
- Differential analog output
- Horizontal and vertical flip
- Defective pixel correction
- Self diagnostics (color bar)
- Genlock
- Reliability
 - Qualified in accordance with AEC-Q100
- 48-pin QFP package
- Sensitivity boost (+42 dB)
- 50/60 Hz flicker cancellation
- External frame sync capability
- Serial control interface
- Low power consumption

- Extreme low dark current for high-temperature applications

OmniVision and OmniPixel are registered trademarks of OmniVision Technologies, Inc. All other trademarks or registered trademarks are the property of their respective holders.

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 comes complete with premium features such as auto-focus, zooming, panning and mechanical shutter control that position OmniPixel technology to challenge and displace 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 Statement

Certain statements in this press release, including statements regarding the performance and capabilities of and the anticipated demand for OmniVision's OV7940 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 OV7940 CMOS image sensor; customer acceptance and demand for the OV7940; and the 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 reports filed on Form 10-K and quarterly reports filed on Form 10-Q. OmniVision disclaims any obligation to update information contained in any forward-looking statement.

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