



OMNIVISION EXPANDS REACH IN CAMERA PHONE MARKET WITH NEW LINE OF SMIA-COMPLIANT CAMERA CHIPS

CANNES, FRANCE & SUNNYVALE, Calif. — February 14, 2005 — At the 3GSM World Congress 2005, OmniVision Technologies, Inc. ([Nasdaq: OVTI](#)), one of the world's leading suppliers of CMOS image sensors, announced its first CameraChip™ with Standard Mobile Imaging Architecture (SMIA). Introduced by Nokia and STMicroelectronics in January 2004, SMIA is an imaging architecture especially suitable for mobile applications. With this new SMIA-compliant sensor, OmniVision will expand its reach in the high-volume mobile handset market by opening up its products and OmniPixel™ technology to a new customer base.

"OmniVision has long been a leader in CMOS image sensor technology," said Jess Lee, director of product marketing at OmniVision. "The addition of SMIA-compliant products to our portfolio presents important new business opportunities. Being one of the first major players to specifically address the SMIA market is a natural progression in our efforts to be the image sensor of choice in all available markets."

The OV7668 will be the first in a series of SMIA-compliant products. OmniVision plans to introduce additional SMIA-compliant CMOS image sensors with higher resolutions and smaller form factors throughout 2005.

The OV7668 CameraChip is a 1/5" low voltage single chip VGA CMOS image sensor, capable of directly interfacing with any SMIA-compliant host system. It integrates a 656 x 488 total image array, on-chip 10-bit A/D converter, camera control interface (CCI) and compact camera port (CCP2) interface. Additional features such as low operating voltage and low power consumption make the sensor ideal for embedded portable applications. The sensor's OmniPixel architecture significantly improves the light sensitivity of the sensor resulting in a higher signal-to-noise ratio, meaning the camera will perform better in low light situations. It also diminishes dark current to unnoticeable levels, an important factor in improving the performance of VGA CMOS image sensors.

The OV7668 is currently available for customer sampling.

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.

About OmniPixel

OmniPixel™ technology is an industry-leading 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.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the performance and capabilities of and the anticipated demand for OmniVision's OV7668 SMIA-compliant CMOS sensor, and the anticipated demand for products incorporating the OV7668, 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 OV7668 CMOS image sensor; customer acceptance and demand for the OV7668; 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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