



OMNIVISION LAUNCHES OMNIPixel™ TECHNOLOGY: THE NEXT STEP IN IMAGE SENSORS

SUNNYVALE, Calif. – August 24, 2004 – OmniVision Technologies, Inc. (Nasdaq: OVTI), a leading independent supplier of CMOS image sensor solutions for high-volume imaging applications, today announced the launch of OmniPixel™ technology, the industry's first no-compromise technology for advanced image-sensor applications. OmniPixel technology 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. With OmniVision's OmniPixel sensors, manufacturers and consumers can finally have it all: the best image quality, a full feature set, compact size and low cost.

“Once again, OmniVision is the first in the industry to deliver the next generation of image sensor technology in high volume. We believe that OmniPixel technology makes major advances in every area of sensor technology: in pixel design, circuit design, feature set, process technology and materials science,” said James He, OmniVision's senior vice president of engineering. “The key element is a revolutionary pixel design that maximizes the fill factor of each pixel while minimizing boundary wall height. The result is an ultra-small pixel with unrivaled light collection. In addition, the circuit structure of each pixel should virtually eliminate effects such as fixed pattern noise and dark current, ensuring consistently clear and sharp images. To top off, we have embedded full support for the key features demanded by professional video and photographic applications. OmniPixel technology is a global redesign of our sensor architecture that produces a breakthrough combination of spectacular image quality and low cost.”

Today OmniVision announced the delivery of production volumes of its first OmniPixel product, the OV3620, to customers in the digital camera market. In coming months, OmniVision will release to the camera and cameraphone markets a full range of new OmniPixel sensors with resolutions that cover the spectrum from VGA to 5.0 megapixels, in form factors from 1/5-inch to 1/1.8-inch. The combination of established CameraChip technology and new OmniPixel technology gives OmniVision a full range of advanced, high-volume product offerings for the cameraphone, digital camera, video game, security and surveillance, personal computer and automotive 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.

OmniVision, CameraChip and OmniPixel are trademarks of OmniVision Technologies, Inc.

Safe-Harbor Statement

Certain statements in this press release are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995 and are subject to risks and uncertainties. These risks and uncertainties, which could cause the forward-looking statements to differ materially from actual events, include, without limitation, the manufacture and delivery of new products that meet customer requirements, latent defects, design flaws or other problems with OmniPixel technology, the performance and quality of OmniVision’s technology relative to other technologies, 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 report on Form 10-K and its quarterly reports 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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