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## OMNIVISION LAUNCHES INDUSTRY'S FIRST 2-MEGAPIXEL CAMERA CHIP FOR MOBILE PHONES

**Sunnyvale, Calif. – Feb. 23, 2004 – OmniVision Technologies, Inc. (Nasdaq: OVTI)**, a leading independent supplier of CMOS CameraChip™ solutions for high-volume imaging applications, today announced that it is shipping samples of the industry's first 1/3-inch 2.0-megapixel CMOS image sensor to leading manufacturers of cameraphones. The OV2620 takes clear, brilliant, keepsake-quality photographs in sizes up to 8-by-10 inches. It sets a new standard for putting high image quality into a compact, power-efficient design and closes the performance gap between cameraphones and single-purpose digital cameras.

“Once again, OmniVision is the first in the industry to deliver a new generation of image sensor technology to customers,” said James He, OmniVision's senior vice president of Engineering. “As more and more consumers adopt cameraphones, they will come to expect the same image quality from their high-end handsets as they get from dedicated digital cameras. Today's launch of the 2.0-megapixel OV2620 for the high end, 1.3-megapixel OV9640 for the midrange, and CIF-resolution OV6650 for the entry level gives OmniVision the best lineup of small-footprint image sensors in the industry and provides a clear roadmap for our customers in the mobile phone market.”

The OV2620 CameraChip is the cutting-edge solution for new-generation cameraphones. It incorporates a 1600- by 1200-pixel array in a 1/3-inch chip that operates at 10 frames per second in full resolution and at up to 60 frames per second in CIF resolution. The OV2620 is a system-on-a-chip with image processing functions such as exposure control, gain control, white balance, and windowing, all easily programmable through a standard serial interface. For images that are consistently clear and sharp, it features OmniVision's proprietary embedded algorithms, which eliminate digital effects such as smearing, fixed-pattern noise and blooming, along with VarioPixel™ technology, which provides superior performance in low-light conditions and in videophone applications. The OV2620 requires only 132 milliwatts of power in active mode and 33 microwatts of power in standby mode, making it ideal for portable applications. It outputs 10-bit raw image data and fits into an image module that is only 9 millimeters wide, 9 millimeters long and 8 millimeters high.

### **About OmniVision**

OmniVision Technologies designs, develops and markets high performance, highly integrated and cost efficient semiconductor image sensors. OmniVision's main product, an image sensing device called the CameraChip, is used to capture images in mass-market consumer and commercial applications such as mobile phones, digital still cameras and video game systems. OmniVision is a fabless semiconductor company that works with manufacturing partners to produce CameraChips using a standard, low-cost, complementary-metal-oxide-semiconductor (CMOS) fabrication process. The company sells products directly to original-equipment manufacturers and manufacturing

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subcontractors, as well as indirectly through distributors. OmniVision believes that the CameraChip is one of the most highly integrated single-chip CMOS image sensor solutions available and that it enables manufacturers to build camera products that are smaller, less complex, more reliable, lower cost and more power efficient than cameras using either traditional CCDs or multiple-chip CMOS image sensors. OmniVision's CameraChips are used in a wide variety of applications, including mobile phones, digital still cameras, video cameras, interactive video games, toys, security and surveillance systems, personal computer cameras, personal digital assistants and automotive imaging systems. OmniVision Technologies is headquartered at 1341 Orleans Drive, Sunnyvale, CA 94089. Additional information is available at [www.ovt.com](http://www.ovt.com).

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

**Safe-Harbor Statement**

*Certain statements in this press release, including but not limited to statements regarding OmniVision's industry position with respect to small-footprint image sensors, the new standards set by the OV2620 CameraChip, the provision of a clear road map for customers in the mobile phone market, and the performance and capabilities of the OV2620 CameraChip, 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 performance and quality of OmniVision's new products relative to other CMOS image sensors, the growth and changing technical requirements in the markets for OmniVision's products, potential errors and flaws in our new products, customers' continued acceptance of OmniVision's products, 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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