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OMNIVISION LAUNCHES INDUSTRY'S SMALLEST 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 has begun shipping samples of the industry's smallest CMOS image sensor to leading manufacturers of cameraphones. The 1/7-inch OV6650 sets new industry benchmarks for size and price/performance by delivering full-color CIF resolution in an ultra-small form factor at low cost. It leverages the design expertise and production experience of OmniVision's unrivalled record of almost a decade of continuous development of CIF sensors for consumer imaging applications.

"The OV6650 is an incredibly cost-effective solution with stunning performance. It can deliver high-quality CMOS imaging to even the most compact cameraphones. This is a particularly important advantage in markets such as Japan, Korea and China, where trendsetting phone designs are putting stringent demands on embedded camera technologies," said John Lynch, vice president of sales and marketing for OmniVision. "Just as important, the low cost of the OV6650 makes it possible for manufacturers to include a camera as standard equipment in entry-level phones or include a second, dedicated videophone sensor in high-end models."

The OV6650 CameraChip is the industry's best imaging solution for compact, low-cost, portable applications. It incorporates a 352- by 288-pixel array into a chip that operates at up to 30 frames per second, requires only 20 milliwatts of power in active mode and 30 microwatts of power in standby mode, and has a footprint measuring only 3.42 millimeters by 3.48 millimeters. The OV6650 is a complete system-on-a-chip with full image processing, including exposure control, gamma correction, gain control, white balance, sharpness control, color saturation control, hue control, and windowing—all easily programmable through a standard serial interface. It outputs image data in all standard formats: YUV, RGB, and 8-bit raw data. For images that are consistently clear and sharp, the OV6650 features OmniVision's proprietary embedded algorithms, which eliminate digital effects such as smearing, fixed-pattern noise and blooming.

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.

OmniVision and CameraChip are trademarks of OmniVision Technologies, Inc.

Safe-Harbor Statement

Certain statements in this press release, including but not limited to statements regarding the performance and capabilities of the OV6650 CameraChip, the industry position of the OV6650 CameraChip, and the inclusion of cameras as standard equipment in any entry-level handsets as a result of the OV6650 CameraChip's low cost, 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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