



OMNIVISION ANNOUNCES 3.1 MEGAPIXEL CAMERACHIP WITH NEW VARIOPIXEL TECHNOLOGY

New High Resolution Chip Has Advanced Video And Low-light Sensitivity Modes

SUNNYVALE, Calif. — March 3, 2003 — OmniVision Technologies, Inc. ([Nasdaq: OVTI](#)), a market-leading independent supplier of CameraChip™ solutions for high-volume imaging applications, today announced it has begun sampling 3.1 Mega-Pixel CameraChips to customers with its newly developed VarioPixel™ technology. The 3.1 Mega-Pixel OV3610 CameraChip is designed for use by volume manufacturers of Digital Still Cameras or combination still image/video cameras where high image quality and low power constraints place stringent demands on CameraChip providers. VarioPixel is a new technology developed by OmniVision to enhance the video and low light capabilities of its high resolution CameraChips.

"OmniVision continues to demonstrate technology leadership with our new 3.1 mega pixel CameraChip," stated John Lynch, Vice President Sales and Marketing at OmniVision. "By providing enhanced capabilities afforded by our VarioPixel technology, we believe we will be able to offer the most competitive solution in terms of price, performance and features."

VarioPixel is a newly developed technology that uses multiple pixels to act as a single pixel in order to improve the chips performance. CameraChips that incorporate the technology can provide significantly improved low light performance at video resolutions giving consumers improved LCD preview capabilities and enhanced video capture.

The OV3610 is a 1/2 inch optical format CMOS CameraChip with 2048 x 1536 pixels, enabling high quality 3"x 5", 4"x 6" and 8" x 10" prints. This latest CameraChip offering by Omnivision outputs Bayer Pattern RGB data and integrates auto-white balance, auto-exposure, auto-gain control and performs correlated double sampling. Based on the VarioPixel technology, it can output XGA resolution video with 4x low light performance enhancement.

The OV3610 is pin-for-pin compatible with OmniVision's current OV9620 1.3 Mega-Pixel and the OV2610 2 Mega-Pixel CameraChips. It draws less than 50mA at 3.3 volts, significantly less than

comparable CCD based multi-chip image sensor solutions currently available on the market. CMOS CameraChips require fewer supporting components than comparable CCD offerings. This allows manufacturers to reduce the overall size and complexity of their camera design and speed the camera manufacturers' time-to-market.

OmniVision is demonstrating the OV3610 in their booth at the PMA 2003 Camera Show in Las Vegas March 2-5.

For More Information

For more information on OmniVision's OV3610 CameraChip or the Early Access Partner program, please contact OmniVision by phone at 408-733-3030, via e-mail at sales@ovt.com or visit our website at www.ovt.com.

About OmniVision

OmniVision Technologies, Inc. is an independent CameraChip™ solutions provider. Utilizing proprietary design technology for its highly integrated still-photo and video camera solutions for high-volume imaging applications, OmniVision integrates multiple image processing and capture functions into a single CameraChip design. With the addition of only a lens, the result is a low-cost CameraChip that consumes less power, has a greater environmental functioning range and has a smaller footprint than typical CMOS multi-chip image sensor solutions. Omnivision's CameraChip solutions are in cell phones, personal digital assistants, automobiles and industrial machine vision applications, as well as surveillance and biometric security applications. OmniVision is based in Sunnyvale, California. For more information about the company, visit our Website at www.ovt.com.

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Certain statements in this press release, including statements regarding the characteristics, anticipated benefits and functionality of the OmniVision's 3.1 megapixel OV3610 Camera Chip and VarioPixel technology 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 3.1 megapixel OV3610 Camera Chip; customer acceptance and demand for the 3.1 megapixel OV3610 Camera Chip and for the Company's VarioPixel technology; the growth of markets for the 3.1 megapixel OV3610 Camera Chip and VarioPixel technology 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 quarterly reports filed on form 10-Q. OmniVision disclaims any obligation to update information contained in any forward looking statement.

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