



OMNIVISION ANNOUNCES

SMALL FORM FACTOR CMOS CAMERACHIP™

OV7648 Fully Tested VGA CameraChip™ Enables Production Of Small Form Factor Cameras

SUNNYVALE, Calif. — January 23, 2003 — OmniVision Technologies, Inc. ([Nasdaq: OVTI](#)), a market-leading independent supplier of CMOS CameraChip™ solutions for high-volume imaging applications, today announced availability of their OV7648 VGA 640x480 resolution CameraChip in a Chipscale package for integration into mobile phones, PDA's and PC cameras. Utilizing the previously announced OV7640 Camerachip technology, the OV7648 is targeted at manufacturers of wireless handsets and camera accessories where large scale production of small form factor modules is desired.

"This is a strong alternative to traditionally packaged chips for small form factor applications," stated John Lynch, vice president of worldwide sales and marketing at OmniVision. "Traditionally packaged chips are mostly empty space and make production of small devices challenging. Our new OV7648 part is a fully tested and packaged CameraChip at less than half the size, giving manufacturers looking for CameraChips with small footprints a viable solution."

At 4.93x4.76mm the OV7648 CameraChip is available as a 22 pin BGA packaged part. It operates at 2.5V and consumes less than 40 mW of power when running at 30 fps (VGA). 2.5V is the internal power voltage generally supplied in cellular handsets. By requiring 2.5V, the OV7648 will demand fewer supporting components compared to competing technologies that require multiple or a higher voltage power supply, thereby reducing integration costs and design complexity.

The OV7648 CameraChip takes advantage of OmniVision's proprietary analog processing technology to provide formatted YUV directly from the device. The OV7648 cancels Fixed Pattern Noise (FPN), eliminates smearing, and reduces blooming thereby enhancing the image quality and eliminating the need for additional image processing that is common with competing solutions. The following functions are programmable through an integrated serial SCCB interface:

- Auto Exposure control
- Auto White balance

- Color saturation
- Windowing
- Gamma Correction
- Sharpness control
- Hue control

The OV7648 CameraChip is currently available in production volumes. Quantity pricing is below \$5.00 US.

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.

OmniVision and CameraChip are trademarks of OmniVision Technologies, Inc. All other trade, product or service names referenced in this release may be trademarks or registered trademarks of their respective holders.

Certain statements in this press release, including statements regarding the OV7648 being a viable solution to manufacturers looking for CameraChips with small footprints and the potential benefits, functionalities and characteristics of the OV7648 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, latent defects, design flaws or other problems with the OV7648; customer acceptance and demand for the OV7648; failure to obtain design wins from camera manufacturers or wireless handset manufacturers for the OV7648; the growth of the markets for the OV7648; the continued production, manufacturer and development of the OV7648 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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