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## **OMNIVISION EXPANDS HIGH-END PORTFOLIO WITH 9 MEGAPIXEL 1080P HD VIDEO IMAGE SENSOR**

*Latest solution provides higher frame rate, superior low-light sensitivity and high-definition video for DSC, Camcorder and Digicam applications*

**SANTA CLARA, Calif., — March 16, 2009** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced its latest high-performance solution, the OV9810. The new 9 megapixel sensor is designed specifically to address the ‘sweet spot’ of both digital still camera (DSC) and high-definition (HD) camcorder market segments. The OV9810 combines 9 megapixel photography with 1080p HD video on a single chip, eliminating the trade-offs between high quality still photography and high performance HD video.

Featuring OmniVision’s high-sensitivity 1.75 micron OmniPixel3-HS™ architecture, the OV9810 delivers best-in-class low-light sensitivity at 960mV/lux-sec, giving it a significant edge over competing sensors. The OmniPixel3-HS architecture is OmniVision’s most advanced generation of front side illumination pixel architectures to date, providing enhanced image capture under very low lighting conditions. The low-power, high-performance OV9810 provides the full functionality of a single-chip camera in a small footprint package (10 X 10 mm). The 1/2.3-inch OV9810 is capable of operating at 8.9 frames per second (fps) in full 9 megapixel resolution, and offers true HD quality (1080p) video at 30 fps.

According to independent market research firm TSR based in Japan, demand for CMOS image sensors in DSC and camcorders is expected to more than double between 2009 and 2012 as CMOS technology continues to equal or better CCD components, while offering additional benefits such as on-chip image processing, smaller profiles, lower system device count and lower cost.

“Today’s announcement underscores OmniVision’s commitment to delivering the industry’s broadest range of high-performance, high resolution, feature-rich sensors,” said Devang Patel, senior product marketing manager for DSC at OmniVision. “Popularized by online video sharing communities such as YouTube, video has

revitalized the digital camera market segment and manufacturers are consistently looking to identify competitive solutions. Based on early access customer feedback, we expect the OV9810 to further our penetration in this growing emerging market.”

The OV9810 is capable of providing various output formats over a digital video parallel (DVP) or serial mobile industry processing interface (MIPI) port, controlled by an SCCB interface. The MIPI and DVP interfaces can also be used for a second camera. All required image processing functions, including exposure control, white balance, and defective pixel correction, are programmable through the SCCB interface. The OV9810 eliminates image contamination issues such as fixed pattern noise, smearing and blooming to produce a clean, stable and vivid color image.

### **Availability**

The OV9810 is immediately available for customer sampling with volume production slated for the second half of calendar 2009.

### **About OmniVision**

OmniVision Technologies (NASDAQ: OVTI) is a leading developer of advanced digital imaging solutions. Its award-winning CMOS imaging technology enables superior image quality in many of today’s consumer and commercial applications, including mobile phones, notebook and webcams, digital still and video cameras, security and surveillance, automotive and medical imaging systems. Find out more at [www.ovt.com](http://www.ovt.com).

### ***Safe-Harbor Language***

*Certain statements in this press release, including statements regarding the expected benefits, performance and capabilities of, the expected market impact and the expected timeframe for volume production of the OV9810 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 OV9810, customer acceptance, demand, and 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 filed on Form 10-K and quarterly reports filed on Form 10-Q. OmniVision expressly disclaims any obligation to update information contained in any forward-looking statement.*

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