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OMNIVISION DELIVERS DSC-QUALITY IMAGING TO HIGH-PERFORMANCE MOBILE PHONE MARKET

*Company leverages latest 1.75 μ OmniBSI technology
to deliver best-in-class image quality*

SANTA CLARA, Calif., — June 22, 2009 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced its latest imaging solution for mobile phones with the 1.75 μ OmniBSI™ (backside illumination) family. Designed specifically to address consumer demand for digital still camera (DSC) quality imaging in a mobile phone, the new devices combine the industry's best low-light sensitivity at >1400m V/(lux-sec) and a 2x improvement in signal-to-noise ratio (< 70 lux), with the industry's lowest stack height* — ideal for today's ultra-slim mobile phones. Automatic image control features and high frame rates for video encoding deliver vivid still and video images, even in the most challenging lighting conditions.

The 1.75 μ OmniBSI family consists of a 5-megapixel OV5650 RAW sensor for mobile phone high resolution cameras, and the 2-megapixel OV2665 system on chip (SoC), designed to deliver the industry's best image quality to the mass market sector. In a related announcement today, the company announced its OmniBSI 1.75 μ OV5653 device, designed specifically for the DSC market.

The percentage of mobile phones with integrated cameras will reach 87.5 percent by 2013, according to industry analyst iSuppli, as consumer demand for high quality imaging in mobile devices continues to rise. "Advanced technologies such as OmniBSI are transforming the image quality of mobile cameras, enabling mobile phone manufacturers to compete not just based on features, but on the camera itself," said Pamela Tufegdzcic, consumer electronics analyst at iSuppli.

"We leveraged our OmniBSI technology to improve all aspects of image quality, including low-light sensitivity, quantum efficiency, and crosstalk, resulting in more vivid colors and sharper images," said Per Rosdahl, director

of Mobile Phone and DSC Marketing at OmniVision. “By combining the industry’s lowest z-height with the best image quality, we are well ahead of the competition in delivering the imaging solutions both consumers and tier-one mobile phone manufacturers demand.”

1.75 μ OmniBSI Enables Industry’s Best Image Quality

OmniVision introduced the industry’s first commercial availability of CMOS devices based on backside illumination (BSI) technology in May 2008, based on 1.4 μ technology. OmniBSI delivers a number of performance improvements over front-side illumination (FSI) technology, including increased sensitivity per unit area, improved quantum efficiency, reduced cross talk and photo response non-uniformity, which all lead to significant improvements in image quality.

Two New Devices Address Market Needs

The superior pixel performance of the 1/3.2 inch 5-megapixel OV5650 enables high frame rate HD video at 60 frames per second (fps) with complete user control over formatting and output data transfer. The OV5650 supports a digital video parallel port or two-lane MIPI, and provides full-frame, windowed or scaled 10-bit images in RAW RGB format, with 256 bytes of available on-chip memory for image tuning.

The 1/5” 2-megapixel OV2665 SoC device provides automatic real time image processing with parallel or single lane MIPI interface and supports 2 x 2 binning and sub-sampling down to any arbitrary resolution. The highly integrated OV2665 incorporates an advanced image signal processor (ISP) with features such as lens correction, auto exposure, auto white balance, and auto flicker. With two separate phase-locked loop outputs, the MIPI clock can be tuned independently of the internal clock.

Availability

Both the OV5650 and OV2665 are currently 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.

*As compared to competing FSI devices; SNR as measured in low light conditions

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance and capabilities of, and the expected timeframe for volume production of the OV5650 and OV2665 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 OV5650 or OV2665, 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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