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OMNIVISION DELIVERS INDUSTRY'S BEST PERFORMING 5-MEGAPIXEL SOLUTION TO DSC/DV CAMERA MARKET

*1.75µ OmniBSI technology delivers best-in-class still capture
and 1080p full HD digital video*

SANTA CLARA, Calif., — June 22, 2009 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the OV5653, its latest 5-megapixel solution for the DSC and digital video market. The OV5653, based on the company's latest 1.75µ OmniBSI™ technology, delivers the industry's best low-light sensitivity of $>1400\text{mV}/(\text{lux}\cdot\text{sec})$ — a 40 percent improvement over frontside illumination technology — and a 2x improvement in signal-to-noise ratio ($< 70\text{lux}$)*. Ideal for both 5-megapixel digital still cameras (DSC) and digital video (DV), the OV5653 delivers 720p at 60 frames per second (fps) and full HD 1080p at 30 fps, resulting in vivid still and video images, even in the most challenging lighting conditions. In a related announcement today, the company announced its OmniBSI 1.75µ OV5650 and OV2665 devices, designed specifically to address the mobile phone market.

“Demand for full-HD quality images and video in pocket sized cameras is on the rise, as more and more consumers share content over the Internet,” said Devang Patel, senior staff product manager of DSC Marketing at OmniVision. “Our OV5653 is ideally suited for this type of application that requires superior image quality and low power consumption in a small form factor.”

Although traditionally CCD dominated, the DSC and digital camcorder market is making the shift towards CMOS technology. Demand for CMOS image sensors is projected to triple by 2013, according to TSR, an independent industry analyst firm. “By combining superior image capture in all lighting conditions with the full HD capabilities required in emerging handy HD cams, OmniVision is well positioned to capture a good percentage of the overall CMOS market opportunity.” said Testsuo Omori, senior analyst at TSR.

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.

OmniVision leveraged its 1.75 μ OmniBSI technology to develop the 5-megapixel OV5653, featuring the industry's best low light sensitivity, reduced cross talk, and support for full HD 1080p video or snapshot operations. Although the OV5653 is a RAW sensor, it includes a variety of automatic image control functions such as automatic exposure control, automatic 50/60 Hz luminance detection, and auto black level calibration.

The OV5653 also includes programmable user controls for image quality, formatting and output data transfer, mirror and flip, cropping, windowing and panning. The OV5653 also includes 256 bytes of embedded one-time programmable memory for storing custom specific information such as calibration parameters, support for horizontal and vertical sub-sampling, and 2 x 2 binning. The embedded 1.5 volt regulator eliminates the need for additional power components.

Availability

The OV5653 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.

*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 OV5653 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 OV5653, 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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