



Media Contact:
Martijn Pierik
Impress Public Relations
602.366.5599
martijn@impress-pr.com

Company Contact:
Scott Foster
OmniVision Technologies
408.567.3077
sfoster@ovt.com

Investor Relations:
Anson Chan
OmniVision Technologies
408.653.3263
invest@ovt.com

OMNIVISION UPGRADES VGA OFFERING TO SUPPORT HIGH GROWTH MARKETS

SANTA CLARA, Calif., — October 29, 2009 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced its OV7675 VGA image sensor, designed to deliver optimized performance at a competitive cost for the high-volume mobile handset and notebook/netbook markets. The price and performance of the OV7675 make it an ideal choice for OEM suppliers developing mobile handsets for the high growth Indian and Chinese markets.

“OmniVision has already seen strong interest from Tier 1 handset manufacturers in China who are looking to replace their current generation of VGA cameras with higher performance, feature rich cameras,” said Charles Chong, product marketing manager at OmniVision. “The OV7675 offers an extremely attractive performance-cost ratio, making it attractive for entry-level and mainstream handset markets.”

According to a recently published [article](#) by market intelligence firm iSuppli Corp., Chinese original equipment manufacturers are expected to see a 20 percent increase in mobile phone shipments in 2009 over 2008, driven primarily by a significant increase in export shipments from Chinese handset suppliers to developing economies in Asia, South America and Africa. Chinese domestic handset shipments are projected to grow at an 8.4 percent annual rate.

In addition to the mobile phone market, the OV7675 is also attracting increased interest from notebook, netbook and webcam customers, with early design wins from customers in Japan and Taiwan. The OV7675’s small form factor enables ultra-thin camera modules which, when combined with its excellent low-light performance, make it a very attractive solution for these end markets.

The 1/9-inch OV7675 uses a unique 2.5-micron OmniPixel3-HS™ pixel design, which allows it to offer best-in-class low-light sensitivity (1800 mV/lux-sec), significantly reduced noise and outstanding color reproduction compared to most competing VGA solutions. The OV7675 SOC sensor offers the full functionality of a complete VGA (640x480) camera, and is capable of operating at 30 frames per second in full resolution with complete user control over image quality, formatting and output data transfer. Its small form factor offers easy design integration for 6.5 mm x 6.5 mm drop-in replacement of VGA modules in existing handset designs.

The OV7675 comes in OmniVision's lead-free CSP3 packaging and is currently shipping in high volume quantities.

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, notebooks, netbooks and webcams, digital still and video cameras, security and surveillance, automotive and medical imaging systems. Find out more at www.ovt.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance and capabilities of the OV7675 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 OV7675, 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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