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OMNIVISION LAUNCHES FEATURE RICH 8-MEGAPIXEL RAW CMOS IMAGE SENSOR FOR THE FAST GROWING SMART PHONE MARKET

***HIGH-PERFORMANCE OMNIBSI SENSOR OFFERS ENHANCED IMAGE CAPTURE
AND FAST FRAME RATE HD VIDEO IN A SMALL FORM FACTOR***

SANTA CLARA, Calif., — November 9, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV8820, a 1/3.2-inch 8-megapixel RAW CMOS image sensor based on OmniVision's proven 1.4-micron OmniBSI™ pixel architecture. The sensor delivers high frame rate 1080p/30 and 720p/60 high-definition (HD) video with electronic image stabilization (EIS) and full horizontal field of view (FOV) designed specifically to meet the demands of the rapidly growing smart phone markets. The feature rich OV8820 also offers advanced video capabilities that support mobile YouTube and Facebook applications, making it an ideal solution for tomorrow's video-centric camera phones.

“Industry research firm Yole Developpement is forecasting that 8-megapixel resolution sensors will hold over a third of the market share for camera phones by 2015,” said Vinoo Margasahayam, product marketing manager for OmniVision. “The smart phone segment is leading this trend towards higher resolution sensors requiring near-DSC quality photography, autofocus functionality and high quality video recording. The OV8820's ability to deliver high quality, fast frame rate image capture and HD video recording in a compact format meets the critical requirements for next generation mobile handsets, and particularly for smart phones. We have also added some unique features to OV8820 that improve the user experience, such as full field of view HD video with image stabilization, making this sensor a highly attractive product for this fast growing market segment.”

In full 8-megapixel (3264 x 2448) resolution, the OV8820 operates at 24 frames per second (fps) in a 4:3 format and in 6-megapixel (3264 x 1836) resolution at 30 fps in a 16:9 format. These higher frame rates enable a number of key benefits, including: no image lag for shutter-less designs, continuous shooting, minimized rolling shutter effect, real-time image capture with no lag between resolutions, and full HD at 30 or 60 fps. A high-speed, 4-lane MIPI interface facilitates the required high data transfer rate.

One of the advanced features of the OV8820 is an integrated scaler, which enables EIS and maintains full FOV with improved signal-to-noise performance in 1080p HD video mode operating at 30 fps. Another key image processing feature is a 2 x 2 binning functionality with a post-binning re-sampling filter function that minimizes spatial artifacts and removes image artifacts around edges to deliver clean, crisp color images. This is important to achieve best-in-class 720p HD video.

OmniVision's OmniBSI backside illumination pixel architecture delivers excellent low-light sensitivity. The technology also provides improved quantum efficiency, reduced cross talk and low photo response non-uniformity, which all contribute towards significant improvements in image quality and overall camera performance.

As a RAW sensor, the OV8820 is designed for 2-chip solutions that involve the sensor working in conjunction with a baseband or an application processor with integrated image signal processing. The low power OV8820 has an on-chip VCM driver and fast mode switching between different resolutions. Other integrated features of the OV8820 include temperature sensing, 256 bytes of one-time programmable memory, lens shading correction and defect pixel correction. The OV8820 fits into the industry standard module size of 8.5 x 8.5 mm.

The OV8820 is available for sampling now and is expected to enter mass production in March 2011.

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 and webcams, digital still and video cameras, security and surveillance, entertainment devices, automotive and medical imaging systems. Find out more at <http://www.ovt.com>.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, and potential market appeal, as well as anticipated timing of mass production, of the OV8820 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 OV8820, 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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