



OMNIVISION'S NEW OV9770 SETS HD CAMERA BENCHMARK FOR NOTEBOOK, TABLET AND ENTERTAINMENT MARKETS

1.75-MICRON OMNIBSI-2™ PIXEL DELIVERS BEST-IN-CLASS HD VIDEO PERFORMANCE AND IMAGE QUALITY

SANTA CLARA, Calif., — August 23, 2011 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today unveiled its new flagship high-definition (HD) image sensor using OmniBSI-2 technology, the OV9770. The 1/6-inch OV9770 sets a new standard for sensitivity, image quality and color reproduction, providing best-in-class 720p/30 HD video capture to the next-generation notebooks, tablets and portable media players.

“HD has quickly become the standard for TVs and displays. Now we see HD becoming the de facto standard for cameras,” said Nicholas Nam, director of product marketing at OmniVision. “Over 50 percent of notebooks are already equipped with HD resolution cameras. We believe the key driver for continued HD camera market growth is sensor performance. The OV9770 therefore sets a new quality standard for HD video capture in 720p by combining our strongest current low-light performance (SNR10) with our highest available sensitivity and dynamic range.”

The OV9770 is the first HD sensor to use the 1.75-micron OmniBSI-2 pixel. This pixel architecture, built on a 300 nm copper process using 65 nm design rules, provides the basis for a new generation of products across a broad range of resolutions and applications. Compared to the first-generation OmniBSI™ pixel, the new pixel offers a 20 percent improvement in peak quantum efficiency, a 50 percent increase in full-well capacity, and a 20 percent improvement in low-light performance. OmniBSI-2 technology also allows for a larger collection region in the photodiode, delivering increased sensitivity, improved image quality and enhanced color reproduction. These advantages in combination facilitate better overall sensor performance and ultimately a better end-user experience.

The OV9770 has an optimal die size, low power consumption, and significant performance and image quality improvements over any other HD sensor in its class currently on the market. As a native 720p HD sensor, the OV9770 is capable of capturing 30 frames per second in full 1280 x 720 resolution without suffering from degradation or image artifacts due to scaling or cropping. A Serial Camera Control Bus (SCCB) interface delivers full-frame, sub-sampled or windowed 8-bit and 10-bit RAW images and provides all required image processing functions, including exposure control and defective pixel cancelling.

The OV9770 is currently available for sampling and is expected to enter mass production in the fourth quarter of 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, tablets 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 OV9770 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 OV9770, 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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Media Contact:
Martijn Pierik
Impress Labs
602.366.5599
martijn@impresslabs.com

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

Investor Relations:
Mary McGowan
Summit IR Group Inc.
408.653.3263
invest@ovt.com