



## **OMNIVISION LAUNCHES OMNIBSI+™ PIXEL ARCHITECTURE; UPGRADES 8-MEGAPIXEL OFFERING FOR SMARTPHONES AND TABLETS**

### ***OV8825 ENHANCES FIRST-GENERATION BSI PIXEL PERFORMANCE FOR SUPERIOR IMAGING, MAINTAINS OMNIBSI™ LOW COST-STRUCTURE***

**SANTA CLARA, Calif., — January 12, 2012** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced from the Consumer Electronics Show (CES) in Las Vegas the launch of its new 8-megapixel OV8825 CameraChip™ sensor, the first sensor to use the OmniBSI+ technology. OmniBSI+ represents the second-generation of OmniVision's original OmniBSI backside illumination technology, offering significant performance and image quality improvements over OmniBSI while maintaining a competitive cost structure. This makes the OV8825 a highly attractive option for smartphone and tablet manufacturers seeking to upgrade their camera designs from the previous generation sensor, the OV8820.

“Industry reports expect tablets to reach 250 million units globally by 2014<sup>1</sup>, with a large portion of those using 8-megapixel cameras. Similarly, industry reports project that smartphones equipped with 8-megapixel cameras will see tremendous growth, with estimates ranging up to more than 500 million units in 2014<sup>2</sup>,” said Vinoo Margasahayam, senior product marketing manager at OmniVision. “Given the low cost and overall performance improvements enabled by our new OmniBSI+ pixel architecture, we feel that the OV8825 is an excellent solution for manufacturers in these booming markets.”

Built on the new OmniBSI+ pixel architecture, the OV8825 offers many improvements over the OmniBSI-based OV8820, including a 60 percent increase in full-well capacity, a 10 percent increase in quantum efficiency and a 10 percent improvement in low-light sensitivity. This means that the OV8825 is able to capture dramatically improved images and video in both bright *and* low-light conditions.

---

<sup>1</sup> Source: IHS iSuppli “U.S. Tablet Consumer Preference Analysis” August, 2011

<sup>2</sup> Source: TSR “1st Half 2011 CCD/CMOS Area Image Sensor Market Analysis” June, 2011

The 1/3.2-inch, 8-megapixel OV8825 operates at 24 frames per second (FPS) in full resolution, and in full high-definition (HD) video mode at 30 or 60 FPS. The sensor's high frame rate also helps eliminate image lag for shutter-less designs, and enables continuous shooting, minimized rolling shutter effect and real-time image capture with no lag between resolutions. A high-speed, 4-lane MIPI interface facilitates the required high data transfer rate.

The OV8825's integrated scaler offers electronic image stabilization, and enables the sensor to maintain full field-of-view (FOV) with improved signal-to-noise performance in 1080p HD video mode at 30 FPS. The sensor's 2 x 2 binning functionality with a post-binning re-sampling filter function minimizes spatial artifacts and removes image artifacts around edges, delivering clean, crisp color images.

The OV8825 fits into the industry standard module size of 8.5 x 8.5 mm. It is now available for sampling and is expected to enter mass production in the second quarter of 2012.

#### **About OmniBSI+**

OmniVision's new 1.4-micron OmniBSI+ pixel offers significant performance and cost improvements over OmniBSI, including a 60 percent increase in full-well capacity, a 10 percent increase in quantum efficiency and a 10 percent improvement in low-light sensitivity. These improvements offer higher quality image capture in both high- and low-light conditions. These enhancements allow OmniVision to continue to improve the performance of its industry-leading BSI technology while keeping the technology cost effective.

#### **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 opportunity and appeal, as well as anticipated timing of mass production, of the OV8825 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 OV8825, 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.*

OmniVision® and the OmniVision logo are registered trademarks of OmniVision Technologies, Inc. OmniBSI™, OmniBSI+™ and CameraChip™ are trademarks of OmniVision Technologies, Inc. All other trademarks are the property of their respective owners.

# # #

**Media Contact:**  
**Martijn Pierik**  
**Impress Public Relations**  
**602.366.5599**  
[martijn@impress-pr.com](mailto:martijn@impress-pr.com)

**Company Contact:**  
**Scott Foster**  
**OmniVision Technologies**  
**408.567.3077**  
[sfoster@ovt.com](mailto:sfoster@ovt.com)

**Investor Relations:**  
**Mary McGrowan**  
**Summit IR Group Inc.**  
**408.653.3263**  
[invest@ovt.com](mailto:invest@ovt.com)