



## **OMNIVISION ANNOUNCES INDUSTRY'S SMALLEST AEC-Q100 QUALIFIED AUTOMOTIVE IMAGE SENSOR**

### ***OV7955 OFFERS LOW COST, HIGH PERFORMANCE REAR-VIEW CAMERA SOLUTION FOR MASS MARKET AUTOMOTIVE APPLICATIONS***

**SANTA CLARA, Calif., — August 27, 2012** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the OV7955, a low cost, high performance NTSC analog and digital image sensor designed specifically for mainstream automotive applications. The AEC-Q100 Grade 2 qualified OV7955 offers superior low-light sensitivity and fits into ultra-compact modules, making it an ideal camera solution for rear-view, surround-view and blind spot detection systems.

“In light of the imperatives of the Cameron Gulbransen Kids Transportation Safety Act, we anticipate heightened demand for rear-view camera systems. To address that need, we are bringing to market an image sensor that is 40 percent smaller than competing products, and that is offered at an extremely competitive cost,” said Jeff Morin, automotive marketing manager at OmniVision. “We are extremely pleased with the OV7955’s low cost, small footprint and exceptional performance, and have already begun shipping this sensor to major automotive manufacturers from around the world for incorporation into their mainstream automotive designs.”

Built on the OmniPixel3-HS™ pixel architecture, the OV7955 delivers an industry-leading low-light sensitivity of 16 V/Lux-sec and excellent signal-to-noise ratio (SNR), making it ideal for operation under challenging lighting conditions. The sensor’s built-in memory for initialization reduces the camera module’s overall bill-of-materials and size, while the crop and resize feature allows the same camera module to be designed into virtually any vehicle platform without requiring additional mechanical adjustments. The OV7955 comes in a compact 5.7 x 5.4 mm aCSP package.

Private demonstrations of the OV7955 rear-view camera will be available during Convergence, October 16-17, 2012 in Detroit, MI. To schedule an appointment for a live demo with OmniVision, please contact Jeff Morin at [jmorin@ovt.com](mailto:jmorin@ovt.com).

### **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 [www.ovt.com](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 of the OV7955 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 OV7955 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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