



OMNIVISION ANNOUNCES FIRST VGA SENSOR FOR MOBILE APPLICATIONS BUILT ON OMNIBSI+™ TECHNOLOGY

ULTRA-COMPACT OV7695 OFFERS COST-EFFECTIVE UPGRADE FOR FRONT-FACING CAMERAS IN SMARTPHONES AND TABLETS

SANTA CLARA, Calif., — August 29, 2012 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today launched its smallest high-performance VGA CameraChip™ solution for front-facing camera applications in mobile devices. The OV7695 utilizes OmniVision's latest OmniBSI+ pixel architecture, providing significant cost and performance benefits in an ultra-compact 2.4 x 2.3 mm package, making it ideal for smartphones and tablets.

“The OV7695 offers an extremely attractive quality upgrade path for manufacturers of front-facing camera solutions for smartphones and tablets,” said Henrik Miettinen, product marketing manager at OmniVision. “Our powerful OmniBSI+ pixel architecture allows us to offer a highly competitive secondary camera solution in terms of cost and size that delivers exceptional performance.”

The 1/13-inch OV7695 is built on a 1.75-micron OmniBSI+ pixel architecture, which offers better sensitivity, higher full well capacity, lower cross talk and lower readout noise when compared to the traditional FSI pixel architectures. It significantly improves both high light and low light performance. The result is a dramatic improvement in dynamic range, which translates into higher quality color video. The sensor captures high-quality VGA video at 30 frames per second, and uses OmniVision's proprietary technology to improve image quality by reducing or eliminating common sources of image contamination. It supports a MIPI interface to meet the high-speed data transfer requirements of next-generation smartphones and tablets.

The OV7695 is currently available for sampling, and is expected to begin mass production in the first quarter of 2013.

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.

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 OV7695 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 OV7695, 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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