



## **OMNIVISION ADDS POWERFUL ELECTRONIC DISTORTION CORRECTION SOLUTION TO ITS AUTOMOTIVE PRODUCT LINE**

### ***NEW OV480 PROCESSOR ENHANCES PERFORMANCE OF WIDE FIELD-OF-VIEW AUTOMOTIVE VISION SYSTEMS***

**SANTA CLARA, Calif., — October 16, 2012** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the OV480, a powerful yet compact companion processor designed to enhance camera performance in wide field-of-view (FOV) applications for automotive vision systems. The low-cost, compact OV480 operates in conjunction with OmniVision’s high performance AutoVision sensors to deliver best-in-class electronic distortion correction and significantly enhanced low-light performance, making the OV480 a highly attractive solution to automobile manufacturers.

“In light of anticipated developments in safety standards and related regulations, we are seeing greater demand than ever before for complete camera solutions that fit a broad scope of vehicle platforms,” said Jeff Morin, automotive marketing manager at OmniVision. “Because of its ability to correct lens distortion of up to 195-degrees, the OV480 allows a single camera design to be used across multiple vehicle platforms, thus reducing the design-in and integration costs associated with rear-view and 360-degree surround view systems.”

The OV480 processor supports a wide range of OmniVision image sensors designed specifically for automotive applications, including the OV7955, OV7962, OV10630 and OV10635. It features low-light performance enhancement and a temporal noise filter to deliver excellent scene reproduction in the most difficult lighting conditions. The OV480 also provides top down and perspective views, which offers clear imaging for specific rear-view driving functions such as trailer ball hitching. Additionally, the OV480 supports a cross traffic view feature, allowing drivers to view traffic from both sides of the vehicle. When used with AutoVision sensors, OmniVision’s OV480 provides drivers with an unparalleled, feature-rich driving experience.

The OV480 fits into a compact 6.5 mm x 6.5 mm BGA package. It is currently sampling and is expected to enter volume production in the second 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](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 OV480 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 OV480, 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.

# # #

**Media Contact:**  
Martijn Pierik  
Impress Labs  
602.366.5599  
[martijn@impresslabs.com](mailto:martijn@impresslabs.com)

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

**Investor Relations:**  
Mary McGowan  
Blackburn Communications  
408.653.3263  
[invest@ovt.com](mailto:invest@ovt.com)