



## **OMNIVISION LAUNCHES HIGH PERFORMANCE 8-MEGAPIXEL CAMERACHIP™ SENSOR WITH NEWLY IMPROVED OMNIBSI-2™ PIXEL**

### ***OV8835 BRINGS IMPROVED IMAGE QUALITY AND HIGH FRAME RATE PHOTOGRAPHY TO NEXT-GENERATION SMARTPHONES AND TABLETS***

**SANTA CLARA, Calif., — October 30, 2012** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the OV8835, a powerful 8-megapixel CameraChip solution for smartphones and tablets. The OV8835 is built on a new and improved OmniBSI-2 pixel architecture that offers best-in-class pixel performance and enables full resolution 8-megapixel high speed photography at 30 frames per second (FPS) and 1080p/30 or 720p/60 high-definition (HD) video. These performance and functionality improvements make the OV8835 an ideal upgrade for next-generation smartphones and tablets.

“Industry research projects that 8-megapixel cameras will continue to enjoy a dominant position in the mobile device market in the foreseeable future,” said Vinoo Margasahayam, senior product marketing manager at OmniVision. “To stay at the forefront of this trend, OmniVision developed a leading-edge 8-megapixel image sensor for smartphones and tablets. The OV8835’s fast frame rates, excellent pixel performance and low power consumption are critical performance benefits for manufacturers. Furthermore, because the OV8835 is pin-to-pin compatible with the previous-generation OV8830, manufacturers can easily and quickly upgrade to a dramatically improved 8-megapixel camera.”

The 1/3.2-inch OV8835 is built on a newly improved 1.4-micron OmniBSI-2 pixel that delivers dramatically improved sensitivity of 1000 mV/(Lux-sec), a 20 percent improvement over the previous-generation OV8830. Other performance improvements over the OV8830 include a 20 percent improvement in low-light performance and a 25 percent improvement in full-well capacity.

The new CameraChip sensor supports an active array of 3264 x 2448 pixels (8-megapixel), and can operate at 30 FPS for zero shutter lag. It is capable of capturing full 1080p HD video at 30 FPS with electronic image stabilization, or 720p HD video at 60 FPS with full horizontal field-of-view (FOV). The

sensor's 2 x 2 binning functionality with post-binning resampling filter minimizes special artifacts and removes image artifacts around edges to deliver clean, crisp color images for industry-leading HD video recording.

The OV8835 fits into an industry standard 8.5 x 8.5 mm package. It is currently available for sampling and is expected to enter volume production in the fourth quarter of 2012.

### **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 OV8835 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 OV8835, 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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