



OMNIVISION LAUNCHES ULTRA-COMPACT VGA CAMERA CUBE CHIP™ FOR FRONT-FACING CAMERA APPLICATIONS

OVM7695 STANDARD REFLOWABLE CAMERA IC REQUIRES MINIMAL TUNING, OFFERS QUICKER TIME TO MARKET

SANTA CLARA, Calif., — October 31, 2012 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the industry's most compact VGA CameraCubeChip to date: the high-performance OVM7695. With a module size of 2.4 x 2.4 x 2.3 mm, the reflowable OVM7695 offers an easy-to-use front-facing camera solution that requires minimal assembly and tuning effort, making it a highly attractive solution for mobile device manufacturers.

“Front-facing cameras have quickly become a defining feature in mobile devices. As these devices continue down the path of miniaturization, manufacturers are tasked with providing a better video recording experience within tighter space constraints,” said Aaron Chiang, senior technical marketing manager at OmniVision. “OmniVision recognized this trend early on and committed its most advanced backside illumination pixel technology to these VGA products. Using the OmniBSI+ pixel architecture, the OVM7695 delivers high-quality video that consumers have come to expect, in a remarkably thin form factor. In addition, the OVM7695, as a standard camera IC, has minimal tuning requirements and low inventory risks, which reduces production cost and time-to-market for manufacturers.”

The OVM7695 is built on an optimized 1.75-micron OmniBSI+™ pixel design, offering improved sensitivity and image reproduction to deliver optimal performance in difficult lighting conditions. The OVM7695 captures high-quality VGA video at 30 frames per second (FPS) and provides full-frame, sub-sampled and cropped images in various formats through the Serial Camera Control Bus (SCCB) interface.

The OVM7695 is currently sampling and is expected to enter volume production by 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 OVM7695 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 OVM7695, 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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