



OMNIVISION'S OV10630 SELECTED BY TESLA MOTORS TO ENABLE ADVANCED REAR-VIEW CAMERA APPLICATION

OMNIVISION'S MEGAPIXEL COLOR SOC SENSOR DELIVERS 720P HD VIDEO WITH INDUSTRY-LEADING HIGH DYNAMIC RANGE

SANTA CLARA, Calif., — October 16, 2012 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced that its OV10630 image sensor was selected by Tesla Motors (NASDAQ: TSLA) to support the manufacturer's rear-view camera system in Model S, the world's first premium electric sedan. The megapixel OV10630 was chosen by Tesla Motors for its ability to combine 720p high definition (HD) video with industry-leading color high dynamic range (HDR) to produce crisp, clear images in even the most challenging lighting conditions.

"OmniVision's OV10630 delivers extremely high performance on a single chip," said Satish Jeyachandran, senior manager, hardware development at Tesla Motors. "Its ability to provide high quality HD video allowed us to design and integrate the industry's first HD camera into our 17-inch infotainment system. The quality and field-of-view of the images provide Model S drivers an unparalleled driving experience even in challenging lighting conditions."

"Driven by both anticipated legal/regulatory requirements and consumer demand, rear-view cameras and other vision- and sensing-based driver assist systems are experiencing high adoption rates in next-generation vehicle designs around the world," said Inayat Khajasha, senior product marketing manager at OmniVision. "The OV10630 is our flagship sensor, designed to meet the stringent requirements of this rapidly growing market. We believe that the selection of this sensor by a leading-edge manufacturer like Tesla Motors underscores our leadership role in shaping the future of automotive imaging."

The megapixel OV10630 is a fully integrated system-on-chip (SoC) image sensor ideally suited for wide field-of-view and multi-camera applications. Its unparalleled ability to simultaneously deliver high-quality 720p HD video at 30 frames per second and superior scene information content is a key feature for

applications that require concurrent vision and sensing functions. Featuring unique split pixel technology, the image sensor samples scene information for HDR multi-capture simultaneously rather than sequentially, minimizing motion artifacts and delivering superior image quality in the most demanding conditions.

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.

About Tesla

Tesla's goal is to accelerate the world's transition to electric mobility. Palo Alto, California-based Tesla designs and manufactures EVs and EV power train components for partners such as Toyota and Daimler. Tesla has delivered more than 2,350 Roadsters to customers worldwide. Model S, the first premium sedan to be built from the ground up as an electric vehicle, began deliveries in June 2012. For more information visit www.teslamotors.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, and potential market appeal of the OV10630 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 OV10630, 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

Company Contact:
Scott Foster
OmniVision Technologies
408.567.3077
sfoster@ovt.com

Investor Relations:
Mary McGowan
Blackburn Communications
408.653.3263
invest@ovt.com