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OMNIVISION LAUNCHES TRUE 1080P HIGH DEFINITION VIDEO IMAGE SENSOR

SANTA CLARA, Calif., — August 25, 2009 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today launched the OV2710, a native 1080p high definition (HD) CMOS image sensor designed to deliver high-end video conferencing and recording for camcorders, notebooks, netbooks, and other mobile applications. The OV2710 addresses the rapidly growing demand for affordable, HD-quality digital video cameras for video conferencing and video sharing, a trend boosted by online tools and social media platforms such as Skype, YouTube and Twitter.

"Consumer and business applications incorporating video capability are growing at a rapid pace, and these applications are used predominantly in places where lighting conditions are often far from ideal. This makes image quality and low-light performance key drivers to the success of these products in the market," said Nick Nam, Sr. Product Marketing Manager at OmniVision. "With the OV2710, OmniVision once again leads the way in digital imaging, offering a full 1080p true HD video solution that is affordable for design into mainstream consumer products."

The 1/3-inch OV2710 offers a unique 1920 x 1080 array using a 3-micron OmniPixel3-HS™ pixel, delivering best-in-class low-light performance of 3300 mV/(lux-sec), dark current of 6 mV/sec and a peak dynamic range of 69dB. This allows the OV2710 to operate in low-light situations well below 15 lux, offering a cost effective, high-quality video solution suitable for a wide variety of applications including notebooks, netbooks, PC cameras, digital video camcorders, DSCs, mobile phones and other ultra portable devices.

The OV2710 is a no-compromise 1080p HD sensor available that offers the HDTV video format with a display resolution of 1920 x 1080 pixels and operates at 30 frames per second. Competing 1080p HD video solutions are based on reducing high-resolution sensors to a 1080p display resolution through either

cropping, or merging pixels by binning. However, cropping reduces the field of view, while binning degrades image quality, color reproduction and picture sharpness. Furthermore a higher resolution sensor will need a much smaller pixel size than a 2-megapixel sensor to achieve the same optical format; and shrinking pixels generally degrades low-light performance.

The OV2710 supports multiple platform architectures and controllers with both parallel and MIPI interfaces. The OV2710 significantly reduces product development time by allowing system designers to leverage the same opto-electrical design across various products and multiple market segments. OmniVision's OmniPixel3-HS pixel technology has already been proven in high quality webcam/video applications and is now available in 1080p full HD in the OV2710.

Availability

The OV2710 will enter into mass production in September 2009.

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, notebook, netbook and webcams, digital still and video cameras, security and surveillance, 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 and capabilities of, and the expected timeframe for volume production of the OV2710 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 the OV2710, 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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