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OMNIVISION LAUNCHES OPTIMIZED, QUARTER-INCH 5-MEGAPIXEL SOC SENSOR FOR MAINSTREAM MOBILE APPLICATIONS

OMNIBSI™ PIXEL TECHNOLOGY BRINGS HIGH QUALITY PHOTOGRAPHY AND HD VIDEO TO HIGH-VOLUME HANDSET MARKETS

SANTA CLARA, Calif., — June 7, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced a complete 5-megapixel system-on-a-chip (SOC) camera solution aimed at penetrating the high-volume autofocus (AF) camera phone market. Built on OmniVision's 1.4-micron OmniBSI™ backside illumination (BSI) technology, the new OV5640 is optimized to offer a cost-effective, complete camera solution with excellent pixel performance for 5-megapixel photography and 720p or 1080p high-definition (HD) video in camera phones.

Because the OV5640 is a single-chip SOC solution, it is easier to tune than two-chip solutions (RAW + external ISP), making it invaluable to customers in terms of cost, time-to-revenue and ease of platform integration. The sensor's embedded AF control with voice coil motor driver offers further cost savings to the end customer, making the OV5640 a highly attractive alternative to other 5-megapixel sensors currently on the market.

“Industry analysts predict that one-third of mobile phones will employ cameras with 5-megapixel resolution by 2012. Consequently, there is an increasing need for performance worthy of a 5-megapixel camera at cost levels that meet the requirements of the mainstream market,” explained Vinoo Margasahayam, product marketing manager for OmniVision. “The OV5640 SOC sensor offers handset manufacturers a fully-featured yet extremely cost-effective solution for bringing excellent quality image capture and HD video to the mainstream handset market. Moreover, our OmniBSI technology

differentiates itself from competing products by enabling best-in-class low-light sensitivity as well as an ultra compact camera module that is 8.5 x 8.5 mm with a z-height of less than 5 mm, a form factor which is required for today's ultra-thin handsets.”

The OV5640 enables 720p HD video at 60 frames per second (fps) and 1080p HD video at 30 fps with complete user control over formatting and output data transfer. The 720p/60 HD video is captured in full field of view (FOV) with 2 x 2 binning, which doubles the sensitivity and improves the signal-to-noise ratio (SNR). Additionally, a unique post-binning re-sampling filter function removes zigzag artifacts around slant edges and minimizes spatial artifacts to deliver even sharper, crisper color images. To further improve camera performance and user experience, the OV5640 features an internal anti-shake engine for image stabilization.

The OV5640 offers a digital video port (DVP) parallel interface and a high-speed dual lane MIPI interface, supporting multiple output formats. An integrated JPEG compression engine simplifies data transfer for bandwidth-limited interfaces. The sensor's automatic image control functions include automatic exposure control (AEC), automatic white balance (AWB), automatic band filter (ABF), 50/60Hz automatic luminance detection, and automatic black level calibration (ABLC). The OV5640 delivers programmable controls for frame rate, AEC/AGC 16-zone size/position/weight control, mirror and flip, cropping, windowing, and panning. It also offers color saturation, hue, gamma, sharpness (edge enhancement), lens correction, defective pixel canceling, and noise canceling to improve image quality.

The OV5640 is available in CSP, RW and COB packaging options and is sampling now. It is expected to enter mass production in the second half of 2010.

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, netbooks and webcams, digital still and video cameras, security and surveillance, entertainment devices, automotive and medical imaging systems. Find out more at <http://www.ovt.com>.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, potential market appeal, and anticipated timing of mass production of the OV5640 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 OV5640, 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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