



## **OMNIVISION LAUNCHES 5-MEGAPIXEL OMNIBSI-2™ IMAGE SENSOR FOR SLIMMER TABLETS AND SMART PHONES**

### ***1.4-MICRON OMNIBSI-2 PIXEL MAINTAINS BEST-IN-CLASS IMAGE QUALITY WHILE REDUCING CAMERA MODULE HEIGHT BY 20 PERCENT***

**SANTA CLARA, Calif., — May 18, 2011** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV5690, the first 5-megapixel image sensor to use OmniVision's proprietary OmniBSI-2 pixel architecture. The new 1.4-micron backside illumination pixel allows for a full five megapixels in a ¼-inch optical format, and combines best-in-class image quality with a 20 percent reduction in camera module height, making it an effective solution for slimmer mobile handsets, smart phones and tablet computers.

“With industry sources placing 5-megapixel CMOS image sensors at more than 15 percent of the overall sensor market today, we view 5-megapixel sensors as occupying as a sweet spot in the market,” said Per Rosdahl, product marketing manager at OmniVision. “Some industry analysts believe that market share may exceed 30 percent by 2014<sup>1</sup> driven by the demand for higher performance resolution and increasingly slim mobile handsets, smart phone and tablet designs. With the OV5690 CameraChip™, OmniVision brings a highly competitive, no-compromise solution to market, combining best-in-class performance while enabling extremely thin building height.”

Based on OmniVision's efficient second-generation OmniBSI-2 technology, the OV5690 delivers advanced features including 1080p high definition (HD) video recording at 30 frames per second, an integrated scaler, and 2 x 2 binning functionality with re-sampling filter. The scaler enables electronic image stabilization, while maintaining full field of view in 720p and 1080p HD video modes, and allows for HD video with digital video zoom functionality. The OV5690's post-binning re-sampling filter minimizes spatial artifacts and removes image artifacts around edges, producing clean, crisp color images for 720p/60 HD video in binning mode.

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<sup>1</sup> Source: TSR “CCD/CMOS Area Image Sensor Market Analysis” Dec, 2010

The sensor features a standard 2-lane (1 Gbps/lane) MIPI/LVDS interface, and fits into the industry standard 8.5 x 8.5 mm module size with a z-height below 5 mm, or approximately 20 percent lower than existing industry-leading 1/3.2-inch 5-megapixel image sensors.

The OV5690 is currently being sampled by key customers and mass production is expected to begin in the second half of 2011.

### **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 <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 OV5690 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 OV5690, 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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