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OMNIVISION BEGINS VOLUME SHIPMENTS OF OV7710 DIGITAL SOC IMAGE SENSOR TO AUTOMOTIVE CUSTOMERS

SANTA CLARA, Calif. — October 20, 2008 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading independent supplier of CMOS image sensors, today announced that its 1/4-inch, all digital OV7710 VGA CameraChip sensor is in volume production and has shipped to multiple top-tier automotive customers. The high performance OV7710 is used in a range of automotive vision systems, including display-based and signal processing applications.

"With the OV7710, we significantly expanded the versatility of our automotive product portfolio by providing a single-chip, fully digital camera that performs exceptionally well in both day and night vision applications," said Inayat Khajasha, Senior Product Marketing Manager at OmniVision. "The OV7710's rich feature set has significantly increased the level of interest in our automotive sensors from leading automotive systems manufacturers and OEMs. The functionality, performance and simplicity of integration of the OV7710 are precisely the qualities that these customers are seeking."

The OV7710 incorporates a 640 x 480 pixel image array capable of operating at up to 30 frames per second (fps), and features a dual static overlay function enabling on-screen reference frames and guiding systems for rear view and parking assist cameras. The sensor technology uses complex algorithms to cancel fixed pattern noise (FPN), eliminate smearing and significantly reduce blooming. It meets all currently existing automotive market requirements in terms of performance, quality and reliability, and can operate in an extended temperature range from -40ºC to +105ºC. Other key features include its low power consumption, progressive scanning, external frame sync (Genlock) capability and support for both 10-bit raw data and 8-bit YUV/RGB outputs.

A black and white version is also available (OV7211). For additional information on OmniVision's automotive products, please visit www.ovt.com.

About OmniVision

OmniVision Technologies designs and markets high-performance semiconductor image sensors. Its CameraChip™ products using OmniPixel®, OmniPixel2™, OmniPixel3™, OmniPixel3-HS™ and OmniBSI™ technologies are highly integrated, single-chip CMOS image sensors for mass-market consumer and commercial applications such as mobile phones, notebooks, security and surveillance systems, digital still cameras, automotive and medical imaging systems and interactive video games. Additional information is available at www.ovt.com.

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