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OMNIVISION LAUNCHES ALL DIGITAL AUTOMOTIVE CAMERACHIP™ SENSOR

SUNNYVALE, Calif. — October 16, 2006 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a world leading supplier of CMOS image sensors, today announced the availability of its new all digital OV7710 CameraChip advanced CMOS image sensor developed specifically for automotive applications. The OV7710 is a highly integrated CMOS video camera that combines a high level of functionality with all digital output. Digital output is a key requirement for automotive machine-vision applications such as airbag deployment, lane departure warning, collision avoidance/pedestrian detection, windshield wiper control, and drowsiness detection.

The OV7710 features a dual dynamic overlay function allowing for both a dynamic and a static visual aid layer (text or graphics) within the image. This is especially useful for reference frames and guiding systems in backup and parking assist cameras for cars and trucks. A new windowing feature allows users to adjust the camera setup by moving the sensitive area of the camera by a few pixels, which is especially useful in fine tuning fixed position cameras mounted in places where there is a chance of obstructed views such as car bumpers.

The OV7710 is a high performance 1/4 inch, single-chip VGA digital video camera that excels in low light conditions and can operate in a wide temperature range from -40°C to +105°C. A black and white version (OV7211) is also available. Both meet all existing automotive market requirements in terms of performance, quality and reliability.

The OV7710 incorporates a 640 x 480 image array capable of operating at up to 30 frames per second (fps). The sensor technology utilizes algorithms to cancel Fixed Pattern Noise (FPN), eliminate smearing, and significantly reduce blooming. The OV7710 also provides all existing required camera functions including exposure control, gain, white balance, windowing and more, which are programmable through the Serial Camera Control Bus (SCCB) interface. Other key features of the OV7710 are 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.

Samples of the OV7710 are currently available in both QFP and CLCC package formats.

About OmniVision

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

Safe-Harbor Language

Certain statements in this press release, including statements regarding the performance, achievements and capabilities of the OV7710 CMOS image sensor, 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 OV7710 CMOS image sensor; risks associated with building customer acceptance of and demand for the OV7710 sensor; the development of the market for CMOS sensors in the automotive market; the rapid changes in technical requirements for automotive camera products; competitive risks; as well as other risks detailed from time to time in OmniVision's Securities and Exchange Commission filings and reports, including, but not limited to, OmniVision's most recent annual report filed on Form 10-K and quarterly report filed on form 10-Q. OmniVision expressly disclaims any obligation to update information contained in any forward-looking statement whether as a result of new information, future events or otherwise.

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