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OMNIVISION LAUNCHES HIGH-END VGA CAMERA FOR NEXT GENERATION ULTRA-THIN NOTEBOOKS

WORLD'S FIRST VGA SENSOR TO IMPLEMENT BSI TECHNOLOGY

SANTA CLARA, Calif., — August 16, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV7727, a top-of-the-line VGA sensor for the high-end ultra-thin notebook market. The 1/13-inch OV7727 is the first VGA sensor built with OmniBSI™ backside illumination technology. It combines extremely strong performance and sensitivity with an ultra-compact form factor, enabling camera integration with sub-2 mm liquid crystal displays (LCDs) for next generation notebooks, netbooks and tablet computers.

Using a 1.75-micron OmniBSI pixel, the OV7727 delivers video conference-quality low-light performance of 1300 mV/lux-sec, while also enabling complete camera modules with Z-height as low as 2.2 mm, ideal for tomorrow's ultra-thin portable devices.

“VGA sensors are generally considered low-end and low-cost, but the OV7727 is quite the opposite in terms of performance. It is a very high-end VGA product, and currently the only sensor on the market that can meet the size, cost and performance requirements of the next generation high-end notebook market,” said Nicholas Nam, senior product marketing manager at OmniVision. “We listened to our customers and realized there was real demand for thinner yet better performing notebook cameras to facilitate the continued design shrink in the notebook market. To fill that need we used our most advanced pixel technologies to develop a product that underscores OmniVision’s leadership in the digital imaging industry.”

The OV7727 offers complete user control over image quality, resolution and output data format. It provides full frame, sub-sampled, windowed or scaled 8-bit/10-bit images in RAW RGB format over a parallel DVP interface or serial MIPI port, offering a versatile platform for use in single and multi-camera applications. A new feature on the OV7727 is a serial peripheral interface, which supports multiple cameras using a single controller, while also offering support to touch screen applications.

The OV7727 comes with a full array of high end image processing functions, including automatic exposure control, gamma correction, automatic white balance control, and defect pixel correction, which are all programmable through the serial camera control bus interface.

The OV7727 is now available for sampling and is expected to enter mass production in September 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 OV7727 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 OV7727, 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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