



OMNIVISION LAUNCHES HIGH-PERFORMANCE NATIVE HD CAMERACHIP™ SENSOR

*OV9713 OFFERS IMPROVED DYNAMIC RANGE AND 720P/60 HD VIDEO CAPTURE FOR
ADVANCED ENTERTAINMENT, NOTEBOOK, TELEPRESENCE AND SECURITY APPLICATIONS*

SANTA CLARA, Calif., — January 11, 2012 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced from the Consumer Electronics Show (CES) in Las Vegas the launch of its new high frame rate, native high-definition (HD) CameraChip sensor that is capable of capturing high quality 720p video at 60 frames per second (FPS). The OV9713 combines excellent low-light performance and high dynamic range (HDR) with fast frame rates, making it an ideal solution for entertainment, notebook, telepresence and high-end security applications.

The OV9713 is the first sensor to be built on a new and improved OmniPixel3-HS™ pixel. The sensor's new pixel architecture offers better low-light sensitivity, signal-to-noise ratio (SNR) performance and a 5dB improvement in dynamic range compared to the previous generation, allowing it to perform exceptionally well in devices that operate in challenging lighting conditions. Additionally, the OV9713's 12-bit RGB RAW output capability provides optimized HDR, while the embedded sequential line- or frame-based HDR features allow an even higher dynamic range to address high-contrast scenes often encountered indoors.

The OV9713's fast frame rate minimizes latency delay, resulting in quick response time when using the camera for interactive gaming and real-time communication for telepresence applications. The sensor is also 3D ready, offering frame synchronization functionality for 3D (stereo) camera systems.

“We’ve designed this product specifically for the rapidly evolving entertainment and telepresence markets, where the quality expectations are high and the performance requirements are even higher,” said Nick Nam, director of product marketing at OmniVision. “The OV9713 is optimized to handle the most demanding applications, providing our customers with top quality image capture and response time. Offering this level of performance, quality and functionality at such a competitive price places the OV9713 at the forefront of this market.”

The OV9713 is a powerful 1/4-inch CMOS image sensor that offers widescreen HD video with a display resolution of 720p operating at 60 FPS or cropped VGA at 120 FPS. Using an improved OmniPixel3-HS architecture, the OV9713 delivers industry-leading low-light performance of 3300 mV/lux-sec. It comes with a standard 2-lane MIPI interface and fits into an 8 mm x 6 mm x 4.5 mm module size.

The OV9713 is currently available for sampling, and is expected to go into volume production by the second quarter of 2012.

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 OV9713 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 OV9713, 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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