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OMNIVISION BEGINS MASS PRODUCTION OF MEGAPIXEL AUTOMOTIVE SENSOR FOR ADVANCED DRIVER ASSISTANCE SYSTEMS

OV9715 SHIPPING TO MULTIPLE TIER-ONE AUTOMOTIVE SUPPLIERS

SANTA CLARA, Calif., — March 4, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today announced the immediate availability of its [OV9715 CMOS image sensor](#) for use in [360-degree view](#) and other stand-alone or multi camera automotive vision systems. The 1-megapixel OV9715 is a fully AEC-Q100 qualified CMOS image sensor optimized for advanced driver assistance systems. It is currently shipping to multiple Tier-1 automotive suppliers.

“The OV9715 stands at the leading edge of functionality, enabling the most advanced multi-camera automotive applications such as 360-degree bird’s eye view, blind spot detection and various lane departure warning systems,” said Inayat Khajasha, senior automotive product marketing manager at OmniVision. “OmniVision’s unrivalled pixel technology has put us far ahead of the competition, allowing the company to anticipate and rapidly respond to automotive market trends.”

The OV9715’s 1-megapixel resolution enables high performance, multi-camera automotive vision systems that use extreme wide-angle (>160°) lenses where distortion correction and image stitching are required. The 1/4-inch OV9715 is based on OmniVision’s proprietary OmniPixel3-HS™ architecture, allowing it to deliver best-in-class low light performance of 3300 mV/lux-sec, which enables image capture in virtually any lighting condition. The sensor also delivers full-frame 720p high definition video at 30 frames per second (fps) and VGA resolution video at 60 fps with complete user control over image quality, formatting and output data transfer.

Image processing functions, including exposure and gain control, white balance, lens correction and defective pixel correction are incorporated into the sensor, and full frame, sub-sampled or windowed 8-bit/10-bit images are provided in raw RGB format via the digital video port. The OV9715 comes in a lead-free 48-pin quad flat pack package with an operating temperature range of -40° to +85°C.

OmniVision Solutions for Automotive

OmniVision is the leading provider of CMOS imaging solutions to the automotive industry with over 55 percent share* of the CMOS market segment, and a proven track record in delivering innovative solutions that meet the unique requirements of the automotive industry. At the forefront of innovation and industry expertise, OmniVision's rich portfolio of AutoVision solutions provides today's automotive designers with the industry's broadest selection of sensors, evaluation kits and development platforms, enabling faster time-to-market and substantially reduced system costs for both display-based and machine vision applications. For more information on OmniVision automotive imaging solutions, visit <http://www.ovt.com/automotive>.

* Market share in units according to TSR, June 2009 CCD/CMOS Image Sensor Market Analysis

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, and potential market appeal of the OV9715 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 OV9715, 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.

OmniVision® is a registered trademark of OmniVision Technologies, Inc. The OmniVision logo and OmniPixel3-HS™ are trademarks of OmniVision Technologies, Inc. All other trademarks are the property of their respective owners.

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