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## OMNIVISION DELIVERS TRUE HIGH-DEFINITION VIDEO TO AUTOMOTIVE MARKET

*New OV9715 high-performance video camera provides superior image quality  
for wide field of view vision applications*

**SANTA CLARA, Calif., — July 8, 2009** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced its latest 1-megapixel image sensor specifically tailored for advanced automotive imaging applications. The new AutoVision OV9715 camera features a zero degree micro lens shift and 1280 x 800 pixel array, ideal for advanced forward-looking and extreme wide angle field of view vision applications, such as 360 degree bird's eye view and parking assistance systems. The OV9715 is also optimized for use in automotive vision and sensing system combinations, such as rear view and trajectory based lane departure warning systems.

“Megapixel resolution is critical for multi-camera systems with extreme wide angle (>160°) lenses where distortion correction and image stitching are required,” said Inayat Khajasha, senior automotive product marketing manager at OmniVision. “Lower resolution camera systems cannot handle electronic distortion correction without a considerable loss of image resolution, which can seriously compromise driver and passenger safety.”

Based on OmniPixel3-HS™ architecture, the 1/4 inch OV9715 delivers best-in-class low light performance at 3300 mV/(lux-sec), enabling high quality images in virtually any lighting condition. The OV9715 provides full-frame, sub-sampled or windowed 8-bit/10-bit images in raw RGB format via the digital video port. The sensor delivers full-frame HD video at 30 frames per second (fps) and VGA resolution at 60 fps with complete user control over image quality, formatting and output data transfer. The OV9715 incorporates image processing functions, including exposure and gain control, white balance, lens correction and defective pixel correction. The OV9715 comes in a lead-free 48-pin quad flat pack (QFP) package with an operating temperature range of -40° to +85°C, optimized to meet the stringent specifications of the Automotive Electronics Council.

## **Demand for Driver Assistance Applications On the Rise**

Through improvements in the quality and reliability of electronic components, safety-related imaging applications are becoming mainstream in today's vehicles. According to leading third-party market research firm Techno Systems Research (TSR), the percentage of new vehicles with integrated cameras is projected to increase from approximately 20 percent in 2008 to nearly 70 percent in 2012.

## **OmniVision Solutions for Automotive**

OmniVision is the leading provider of CMOS imaging solutions to the automotive industry with over 50 percent market share\* and a proven track record in delivering innovative solutions specifically designed to serve 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 [www.ovt.com/automotive](http://www.ovt.com/automotive).

## **Availability**

The OV9715 is currently sampling with volume production slated for the second half of calendar 2009. AEC-Q100 qualification and PPAP are expected to be completed by Q3'09.

## **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, notebook and webcams, digital still and video cameras, security and surveillance, automotive and medical imaging systems. Find out more at [www.ovt.com](http://www.ovt.com).

\*Source: TSR, April 2009 CCD/CMOS Image Sensor Market Analysis

## ***Safe-Harbor Language***

*Certain statements in this press release, including statements regarding the expected benefits, performance and capabilities of, and the expected timeframe for volume production of the OV9715 and AEC-Q100 qualification and PPAP 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 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.*

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