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OMNIVISION LAUNCHES 1/6.5-INCH HD VIDEO CAMERA FOR HOME ENTERTAINMENT AND PORTABLE MEDIA MARKETS

OV9740 THE FIRST 720P HD SOC CAMERA CHIP THAT MEETS HIGH QUALITY VIDEO CRITERIA FOR MS OFFICE COMMUNICATOR AND SKYPE

SANTA CLARA, Calif., — August 30, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV9740, a 1/6.5-inch system-on-a-chip (SOC) CMOS image sensor designed for highly demanding video applications in portable media players (PMP), home entertainment devices and notebooks. Because all image quality tuning and processing is done on-chip, the OV9740 enables customers to simplify product development and accelerate time-to-market. These capabilities make the OV9740 a cost effective, one-stop-shop solution for emerging consumer applications in the home entertainment and PMP markets.

Combining OmniVision's 1.75-micron OmniBSI™ backside illumination pixel architecture and OmniVision's high-end image signal processor (ISP), the OV9740 delivers 720p native high-definition (HD) video at 30 frames per second, meeting the premium video quality criteria for Microsoft® Office Communicator and the high quality video specifications for Skype™. The OV9740's small size and premium feature set make it ideal for a wide range of applications including notebooks, netbooks, webcams, gaming consoles, portable media players, mobile phones, smart phones, TVs and set-top boxes.

"There are a number of important trends driving the market for high-quality, feature-rich, ultra-compact camera solutions which all require high-performance, small form factor image sensors," said Nicholas Nam, director of product marketing at OmniVision. "Driven by the strong increase in consumer video content on social media websites such as YouTube and Facebook and the advent of sophisticated mobile entertainment platforms, the market is rapidly shifting to HD video in devices ranging from notebooks,

PMPs and smart phones to home entertainment devices like TVs and set-top boxes. With the OV9740, OmniVision delivers a compact, cost efficient HD imaging solution on a single chip, offering optimal performance and excellent low-light sensitivity across the entire spectrum of product platforms."

OmniVision's proprietary OmniBSI technology enables the OV9740 to deliver best-in-class low-light sensitivity at 1300 mV/lux-sec in ultra-thin camera modules of less than 3.2 mm. A native HD sensor, the OV9740 does not suffer from degradation or image artifacts due to scaling or cropping, which is typically used to achieve HD resolution from larger array sensors.

OmniVision's ISP features high-end image processing functions such as advanced automatic white balance and color noise reduction in the YUV domain while maintaining high frequency details and delivering clear, sharp still image and video capture. Additional advanced image processing functions include automatic exposure control, automatic gain control, auto black level calibration, gamma correction, defect pixel correction, edge enhancement, and lens correction. All of these functions are programmable through a standard serial camera control bus interface. A dual-lane, high speed MIPI interface supports RAW RGB and YUV422 output formats.

The OV9740 is sampling now 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 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 OV9740 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 OV9740, 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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