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OMNIVISION SIMPLIFIES MOBILE PHONE DESIGN WITH NEW CAMERACUBE TECHNOLOGY

Company leverages expertise in CSP and wafer-level optics to develop total camera solution

SANTA CLARA, Calif., Feb. 9, 2009 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced a simplified new approach to mobile phone design with its latest innovation in a series of industry firsts. OmniVision's new CameraCube™ technology is a three-dimensional reflowable, total camera solution that combines the full functionality of a single-chip image sensor, embedded image processor, and wafer-level optics in one compact, small-footprint package. OmniVision's unique approach has enabled the industry's smallest profile and z-height (down to 2.5 X 2.9 X 2.5 mm), making it an ideal solution for today's ultra-slim mobile phones.

OmniVision's total camera solution also simplifies the supply chain, translating into both cost and time-to-market benefits for mobile phone manufacturers. The Company has already engaged with targeted key customers worldwide on the initial two devices, the OVM6680 (400 x 400) and OVM7690 (VGA), both immediately available in volume production. Additional devices based on the new technology are slated for release throughout 2009.

"Today's announcement represents the culmination of years of strategic planning," said James He, OmniVision Chief Operating Officer. "We carefully identified the elements needed to develop a small footprint, total camera solution. We made a strategic investment in the supply chain with VisEra Technologies, brought the expertise required in-house through our acquisition of OmniVision CDM Optics, and collaborated with the industry's leading wafer-level lens suppliers."

Simplified Approach Streamlines Manufacturing

Because CameraCube technology delivers a complete all-in-one camera solution, mobile phone manufacturing is significantly streamlined. As with any other surface mount device, the reflowable CameraCube devices can be directly soldered to the printed circuit board with no socket or insertion required; thus eliminating the need for additional components, resulting in reduced cost and faster time-to-market. Unlike traditional camera module designs that combine image sensors and lenses in a barrel, OmniVision devices are assembled using wafer level alignment tools. The lens can be placed directly onto chip scale packaged (CSP) image sensors, which eliminates the need for flex cables and interposers.

Innovation Fuels Future Growth

Initially targeted at the low-end mobile phone market, the ultra-small size and thermal tolerance characteristics (up to 260 °C), make CameraCube devices well suited for a number of emerging markets including notebook PC, surveillance, automotive and medical cameras. "Consumer demand continues to drive the trend toward miniaturization and lower costs. With the introduction of CameraCube technology, OmniVision is in lock-step with the evolution of the mobile phone," said Pamela Tufegdzic, Consumer Electronics analyst at iSuppli, a leading market research firm. "By leveraging their expertise in CSP packaging and wafer-level optics, OmniVision has developed a viable solution for the highly-competitive mobile phone market, where cost and fast time-to-market is critical."

Product Availability

The new CameraCube devices, which include the OVM6680 (400 x 400 SGA) and OVM7690 (VGA), are immediately available in volume production. For more information visit www.ovt.com/cameracube or contact your local sales representative.

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, digital still and video cameras, webcams, security and surveillance, automotive and medical imaging systems. Find out more at www.ovt.com.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the performance and capabilities of, the anticipated demand for and the expected time frame for volume production of the CameraCube technology and devices 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 CameraCube technology; customer and market 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 most recent annual report filed on Form 10-K and its most recent 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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