



## **OMNIVISION SHOWCASES SUB-\$30 AUTOMOTIVE CAMERA**

### **MODULE AT TECHNO FRONTIER SHOW IN TOKYO**

**SUNNYVALE, Calif. — April 18, 2005** — OmniVision Technologies, Inc. ([Nasdaq: OVTI](#)), one of the world's leading suppliers of CMOS image sensors, announced today that it will demonstrate a new reference design for a sub-\$30 automotive camera module solution at the Techno Frontier Show in Tokyo, Japan (April 20 - 22). The reference design supports the OV7940, OmniVision's first OmniPixel™ technology sensor developed specifically for the automotive market.

With its optimized single-chip CMOS design, the OV7940 enables a complete camera module with a bill-of-material cost of under US\$30. This offers a significant savings over competing CCD module solutions, which can cost up to three times as much. Applications for the reference design include rear-seat displays, backup cameras, advanced airbag deployment systems, and lane departure warning systems.

The OV7940 is built to stringent, high-end specifications of the Automobile Electronics Council's AEC-Q100 criteria encompassing a series of tests including preconditioning, humidity, high-temperature cycle, mechanical, optical and electrical test parameters. The OV7940's high light sensitivity and its operational temperature range of -40°C to +85°C meet the critical requirements for automotive applications.

The OV7940 sensor has been shipping on a sample basis since its launch in mid-March 2005 and, owing to the high degree of customer interest, scheduled mass production has been accelerated to early in the third quarter of calendar 2005.

OmniVision will be demonstrating the reference design at booth 6355 for the duration of the Techno Frontier show.

#### **About OmniPixel**

OmniPixel™ technology is the CMOS image sensor industry's first no-compromise technology for advanced image-sensor applications. It enables OmniVision's next generation of image sensors to deliver the light sensitivity, resolution, color fidelity and low noise of advanced CCD products, while also

providing the proven advantages that designers have come to expect from OmniVision's CMOS solutions - low cost, high integration, low power consumption, wide dynamic range and switchable still-image or video capture. OmniPixel comes complete with premium features such as auto-focus, zooming, panning and mechanical shutter control that position OmniPixel technology to challenge CCDs in high-end camera markets.

### **About OmniVision**

OmniVision Technologies designs and markets high-performance semiconductor image sensors. Its OmniPixel and CameraChip products are highly integrated single-chip CMOS image sensors for mass-market consumer and commercial applications such as mobile phones, digital still cameras, security and surveillance systems, interactive video games, PCs and automotive imaging systems. Additional information is available at [www.ovt.com](http://www.ovt.com).

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