OmniVision and ASTRI’s New Heads Up Display (HUD) Delivers Clear Information to the Driver’s Line-of-Sight

Continued Collaboration Results in Dramatically Improved Display Quality and Reduced Power Consumption

LAS VEGAS — January 7, 2016 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, and the Hong Kong Applied Science and Technology Research Institute (ASTRI) today announced a new heads up display (HUD) for next-generation automobiles that delivers bright, clear information to drivers, even in daylight. Built on OmniVision’s OVP7200 and OVP921, the new HUD can produce 720p high definition (HD) images with reduced power consumption, vastly improved contrast ratio, and a wider operating temperature range.

“ASTRI’s collaboration with OmniVision is based on a straight-forward idea of bringing brighter and clearer information into a driver’s line-of-sight, in the hopes of reducing distractions and improving safety for drivers and passengers,” said Kenny Chan, senior manager at ASTRI. “Through close collaboration and mutual understanding of our LCOS technologies, we have jointly produced an HUD that will set a new standard for driver displays in next-generation automobiles. We hope to continue our collaboration for two-dimensional holographic HUD, which we expect to debut in 2016.”

Using OmniVision’s OVP7200 single panel, color field sequential LCOS solution, ASTRI can process the LCOS backplane to produce a vertical alignment (VA) display. In addition, ASTRI’s proprietary optical module design enables the HUD to produce excellent contrast (greater than 800:1) of more than 10,000 nits at 2 watts of LED power.

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

Hong Kong Applied Science and Technology Research Institute (ASTRI) was founded by the Government of Hong Kong SAR in 2000 with a mission to enhance Hong Kong's competitiveness in local technology-based industries through applied research. In 2006, ASTRI was designated the Hong Kong Research and Development Centre for Information and Communications Technologies by the Innovation and Technology Commission. ASTRI offers collaboration and partnership in several business models worldwide covering technology licensing, research contract, industry collaborative project and spin-off. For further information, visit www.astri.org.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, and potential market appeal, as well as anticipated timing of mass production, of the OVP7200 and OVP921 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 OVP7200 and OVP921, 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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