



## **OMNIVISION LAUNCHES HIGH-PERFORMANCE OMNIBSI-2™ IMAGE SENSOR FOR VIDEO-CENTRIC SMARTPHONES**

### ***OV5680 FURTHER NARROWS THE PERFORMANCE GAP BETWEEN SMARTPHONES AND DEDICATED VIDEO CAMERAS***

**SANTA CLARA, Calif., — August 24, 2011** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV5680, the first 5-megapixel CameraChip™ sensor using OmniVision's new 1.75-micron OmniBSI-2 pixel. The OV5680 combines best-in-class image quality and sensitivity with high frame rate 1080p high definition (HD) video, making it the highest performance 5-megapixel sensor for mobile applications.

“With the rise of video-centric smartphones, we have experienced a steep ramp in 5-megapixel sensor demand in the past 18 months, and we are continuing to see strong growth forecasts into 2012, and reports are projecting 5-megapixel production to nearly double within the next three years as smartphones have now overtaken feature phones in the US market,” commented Vinoo Margasahayam, product marketing manager at OmniVision. “The OV5680 is designed to meet and exceed the expectations of this highly video-centric market, bridging the quality and performance gaps between mobile phone cameras and dedicated digital video cameras.”

Utilizing an integrated scaler, the 1/3.2-inch OV5680 offers 1080p HD video capture at 30 frames per second (FPS) for continuous shooting and shutter-less designs without any lag. The scaler enables electronic image stabilization, while maintaining full field of view in 1080p HD video mode. The sensor's 2 x 2 binning functionality with post-binning re-sampling filter enables 720p video capture at 60 FPS, minimizes spatial artifacts and removes image artifacts around edges. Its advanced features allow the OV5680 to deliver clean and crisp color images for best-in-class HD video. Additionally, the OV5680 can synchronize exposure and frame for stereo cameras to meet 3D video capture requirements.

The OV5680's new 1.75-micron OmniBSI-2 pixel is built using a 300 nm copper process with 65 nm design rules, offering optimized die size, lower power consumption, and significant performance and image quality improvements over the first generation OmniBSI™ pixel. These include a 20 percent improvement in peak quantum efficiency, 20 percent improvement in low-light performance and a 50 percent increase in full-well capacity.

The OV5680 comes with a standard 2-lane MIPI interface and fits into the industry standard 8.5 x 8.5 x 6 mm module. It is now available for sampling, with mass production expected for the first half of 2012.

### **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 <http://www.ovt.com>.

### ***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 OV5680 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 OV5680, 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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