



## **OMNIVISION EXTENDS OMNIBSI™ PORTFOLIO WITH 3-MEGAPIXEL IMAGE SENSOR TARGETING HIGH GROWTH SMART PHONE MARKET**

### ***1.4-MICRON BSI PIXEL DELIVERS BEST-IN-CLASS SENSITIVITY AND 720P HD VIDEO IN A 1/5-INCH FORMAT FOR EASY UPGRADE OF 2-MEGAPIXEL FEATURE PHONE DESIGNS***

**SANTA CLARA, Calif., — February 15, 2011** — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, today introduced the OV3660, the company's first 3-megapixel complimentary metal-oxide semiconductor (CMOS) image sensor based on its advanced [OmniBSI pixel architecture](#). The OV3660 extends the company's portfolio of backside illumination (BSI) sensors based on its 1.4-micron OmniBSI pixel architecture. By incorporating this technology, the OV3660 offers high performance imaging, including 720p high-definition (HD) video recording, in an ultra-compact 1/5-inch optical format, making it an ideal choice for entry-level and mainstream smart phones.

“We continue to see a strong market shift in the feature phone and entry-level smart phone segments from 2- to 3-megapixel resolutions consistent with increasing consumer demand for quality and functionality,” said Charles Chong, product marketing manager for OmniVision. “Implementing OmniBSI technology at the 3-megapixel resolution allows us to fulfill end-user demands for excellent camera performance and HD video recording, and to facilitate easy migration from existing 2-megapixel camera designs from a manufacturing standpoint. We believe that OmniBSI technology is well suited for high-end smart phone applications, and that our offering of this technology at the 3-megapixel resolution can provide key benefits for participants in this rapidly growing market.”

The OV3660 supports 720p HD video recording at 30 frames per second (FPS) with cropping and scaling, as well as 4:3 image capture for snapshots, allowing users to capture and share both video and still images. For still images, the sensor outputs standard compressed JPG images, allowing the OV3660 to be integrated into a broad range of hardware platforms. The OV3660's form factor permits direct insertion into an industry-standard 6.5 x 6.5 mm module, enabling a quick and easy upgrade from current 2-megapixel camera designs.

The OV3660 offers automatic image control functions including exposure control, white balance, auto 50/60 Hz flicker detection, and black-level calibration. Additional features include color saturation, hue, gamma, edge enhancement, lens correction and noise cancellation. Camera controls are accessed over a standard serial camera control bus interface and RAW or YUV video data is output through a parallel output interface.

The OV3660 is now sampling and is expected to enter mass production in the third quarter of 2011.

### **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 market trends and the expected benefits, performance, capabilities, and potential market appeal, as well as the anticipated timing of mass production, of the OV3660 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 OV3660, 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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