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OMNIVISION AND INOVA DEVELOP HIGH-PERFORMANCE VIDEO DATA SOLUTION FOR AUTOMOTIVE CAMERA SYSTEMS

CHIPSET PROVIDES LINK FOR HIGH-PERFORMANCE AUTOMOTIVE CAMERAS TO TRANSMIT VIDEO AND CONTROL DATA IN REAL TIME

SANTA CLARA, Calif., — November 8, 2010 — OmniVision Technologies, Inc. (NASDAQ: OVTI), a leading developer of advanced digital imaging solutions, and INOVA Semiconductors, GmbH, a fabless semiconductor manufacturer specializing in reliable high speed serial data communication products, today at Electronica 2010 launched the first APIX™ Link-based megapixel high dynamic range (HDR) automotive camera system. The system features a chipset based on INOVA's APIX Link data interface that connects multiple OmniVision OV10630-based cameras to an automotive control unit. High-performance, real-time data transfer is critical for the broad adoption of multi-camera driver assistance systems with 360-degree view, object/pedestrian detection and other advanced features.

"Because we see the number of cameras in cars increasing, most of which are now designed to support multiple applications such as park distance control, surround view, collision avoidance and scene recognition functions, it is critical to exchange video and control data reliably with the central processing unit in real time," explained Thomas Rothhaupt, Director of Sales & Marketing at INOVA Semiconductors. "Through our collaboration with OmniVision, we can now offer the automotive industry a high-bandwidth link with low latency and high-transmission quality for the next generation of advanced driver assistance systems."

The APIX Link camera system allows cameras to transmit uncompressed video with full duplex communication over one simple cable in real time. This arrangement gives the central processing unit

complete control over the cameras at all times, even between single frames, while the cameras are continuously transmitting images over the link. The APIX Link also provides power to the cameras.

"Our new generation of automotive CMOS sensors enables high-quality imaging and sensing applications," said Dr. Mario Heid, automotive technical marketing manager at OmniVision. "Our collaboration with INOVA focused on the development of optimized imaging and connectivity functions that allows driver assistance systems to take full advantage of the image quality and information content as made possible by the new generation of digital CMOS sensors such as OmniVision's new OV10630."

The OV10630 transmits high-quality, fully processed color HDR video data at 30 frames per second in megapixel resolution and uses an 80 – 96 MHz output clock for its 8 – 10 bit wide digital video port. The APIX Link chipset can achieve a zero bit error rate (BER) over a distance greater than 10 meters while supporting the OV10630's clock speed, control and safety features.

The APIX Link camera system will be on display at Electronica from November 9 - 12 in Munich, Germany. Please visit INOVA at booth #313 in hall A6. For further information about OmniVision's automotive imaging solutions visit www.ovt.com/automotive.

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.

About INOVA Semiconductors

INOVA Semiconductors, an ISO9001 certified company, is a fab-less semiconductor manufacturer. The headquarters of the company is located in Munich, Germany. It is designing, marketing and selling its products and licensing its technologies, directly and through a global network of distributors.

INOVA Semiconductors specializes in reliable high speed serial data communication products for Gigabit/s data transfers through standard STP copper cables up to 50 m, or through fiber-optic cables up to 500 m and more. GigaSTaR™, GigaSTaR DDL™ and APIX™ product lines have achieved major

advancements in digital multimedia transmission particularly in the automotive, industrial and transportation markets. More at www.inova-semiconductors.de.

Safe-Harbor Language

Certain statements in this press release, including statements regarding the expected benefits, performance, capabilities, potential market appeal, and anticipated timing of mass production of the OV10630 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 OV10630, 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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