True 1080p High Definition Video Solution Affordable for Mainstream Consumer Products

SANTA CLARA, Calif., /PRNewswire-FirstCall/ -- OmniVision Technologies has launched the OV2710, a native 1080p high definition (HD) CMOS image sensor designed to deliver high-end video conferencing and recording for camcorders, notebooks, netbooks, and other mobile applications. The OV2710 addresses the rapidly growing demand for affordable, HD-quality digital video cameras for video conferencing and video sharing, a trend boosted by online tools and social media platforms such as Skype, YouTube and Twitter.

"Consumer and business applications incorporating video capability are growing at a rapid pace, and these applications are used predominantly in places where lighting conditions are often far from ideal. This makes image quality and low-light performance key drivers to the success of these products in the market," said Nick Nam, Sr. Product Marketing Manager at OmniVision. "With the OV2710, OmniVision once again leads the way in digital imaging, offering a full 1080p true HD video solution that is affordable for design into mainstream consumer products."

The 1/3-inch OV2710 offers a unique 1920 x 1080 array using a 3-micron OmniPixel3-HS™ pixel, delivering best-in-class low-light performance of 3300 mV/(lux-sec), dark current of 6 mV/sec and a peak dynamic range of 69dB. This allows the OV2710 to operate in low-light situations well below 15 lux, offering a cost effective, high-quality video solution suitable for a wide variety of applications including notebooks, netbooks, PC cameras, digital video camcorders, DSCs, mobile phones and other ultra portable devices.

The OV2710 supports multiple platform architectures and controllers with both parallel and MIPI interfaces. The OV2710 significantly reduces product development time by allowing system designers to leverage the same opto-electrical design across various products and multiple market segments.

The OV2710 will enter into mass production in September 2009.

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