

OMNIVISION released the new logo and finished the rebranding in Jan 2022. With a wider product portfolio and a larger global presence, OMNIVISION has a new vision. We are here in your everyday life to connect you through technology and bring the world infinitely closer. To promote our new branding to everyone, we launched a series of social campaigns to promote on all of our social media platforms (LinkedIn, Twitter, Facebook, YouTube, and Instagram) with the new look and new templates.

Rebranding announcement & screenshots:

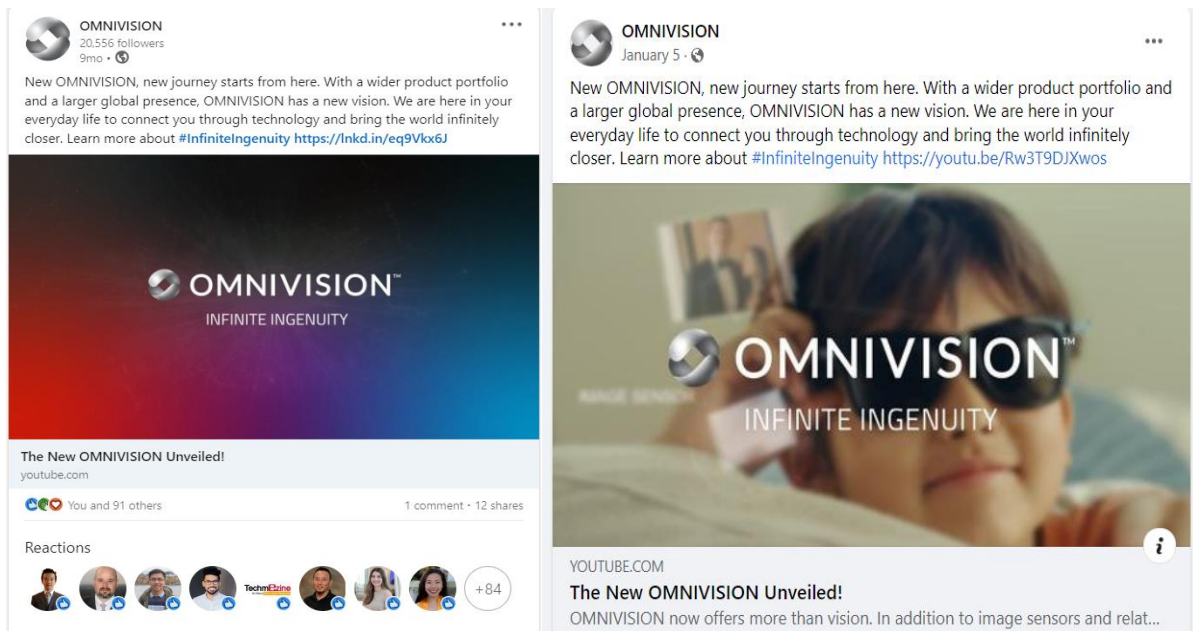
YouTube: <https://youtu.be/Rw3T9DJXwos>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6884526428784791552/>

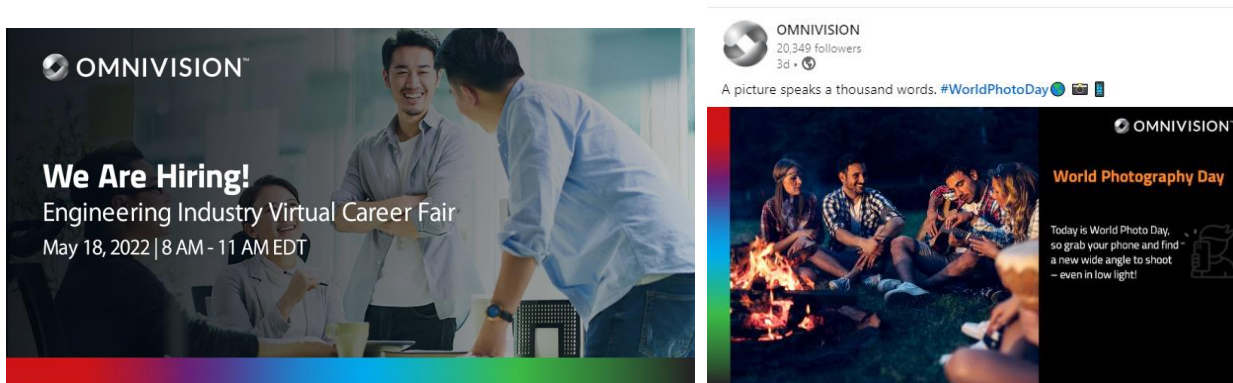
Facebook: <https://www.facebook.com/165422900136649/posts/5101057133239843/>

Twitter: [https://twitter.com/OMNIVISION\\_NEWS/status/1478733026943291395](https://twitter.com/OMNIVISION_NEWS/status/1478733026943291395)

Instagram: [https://www.instagram.com/p/CdXP6Mju3TW/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CdXP6Mju3TW/?utm_source=ig_web_copy_link)



New social posts template examples:





OMNIVISION

20,556 followers

9mo • 🌐



Meet the newest addition to our Nyxel® near-infrared technology family – the OX05B! This automotive 🚗 #imagesensor has the smallest 2.2-micron pixel with the highest NIR sensitivity, enabling the simultaneous driver and occupant monitoring. Read our full #CES2022 announcement here: <https://lnkd.in/gWcuw2di>



OMNIVISION Unveils Automotive Industry's First 5MP RGB-IR Global Shutter Sensor for In-Cabin Monitoring Systems | OMNIVISION

ovt.com • 1 min read



You and 63 others

6 shares

Result:

During the first half of 2022, our social media reached

- 2.1 Million Impressions
- Gained more than 2300 new followers
- 61,000 engagements (20% YoY increase)
- 26,700 YouTube views (67% YoY increase)