

Production, Shipment of Digital Still Camera  
November, January–November in 2007

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	306,525	93.1	17.3	4,733,352	25.7	304,305	91.9	16.4	4,853,809	25.3	40,629	1276.0	59.4	135,973	8.2	263,676	80.4	14.7	4,717,836	26.9
		3,106,619	109.5	15.2	40,433,963	16.5	3,047,245	98.8	12.6	48,171,976	16.8	676,550	447.9	69.1	2,103,053	6.8	2,370,695	80.8	10.2	46,068,923	18.0
	6–8MP	5,881,840	91.2	106.3	57,659,030	130.1	5,957,459	92.2	102.7	57,522,605	130.0	326,953	159.3	51.9	5,305,428	99.0	5,630,506	90.0	108.9	52,217,177	134.3
		73,804,621	89.6	81.2	788,832,947	104.8	81,695,664	88.7	68.7	948,565,184	102.5	5,512,033	139.2	38.1	106,298,668	83.6	76,183,631	86.4	73.0	842,266,516	105.5
	No less than 8MP	5,269,072	92.1	403.9	31,663,059	338.5	5,235,134	95.9	383.4	30,890,866	320.7	620,872	90.1	441.0	4,416,007	329.5	4,614,262	96.8	376.8	26,474,859	319.2
		113,280,753	95.6	297.9	702,313,830	229.0	142,917,522	101.7	253.0	910,888,662	213.9	20,131,793	108.8	333.1	137,108,691	227.6	122,785,729	100.6	243.4	773,779,971	211.7

Digital Still Camera Total		11,457,437	91.7	133.1	94,055,441	130.5	11,496,898	93.8	127.4	93,267,280	127.7	988,454	110.1	117.8	9,857,408	117.8	10,508,444	92.6	128.3	83,409,872	129.0
		190,191,993	93.4	127.4	1,531,580,740	117.4	227,660,431	96.6	114.1	1,907,625,822	116.4	26,320,376	116.4	122.5	245,510,412	112.5	201,340,055	94.5	113.1	1,662,115,410	117.0

By Model	Cameras with Built-in Lens	10,687,101	91.2	134.3	87,165,789	129.4	10,704,276	93.4	128.2	86,427,103	126.5	879,033	110.6	115.0	8,900,166	115.3	9,825,243	92.1	129.5	77,526,937	128.0
		153,295,092	90.4	125.9	1,235,864,265	115.0	174,855,308	91.9	108.7	1,504,704,877	113.0	17,553,797	102.9	101.4	188,994,030	106.8	157,301,511	90.8	109.6	1,315,710,847	114.0
	SLR with Interchangeable Lens	770,336	98.7	118.1	6,889,652	146.4	792,622	100.4	117.3	6,840,177	144.4	109,421	105.9	145.7	957,242	147.7	683,201	99.6	113.7	5,882,935	143.8
		36,896,901	108.1	133.8	295,716,475	128.9	52,805,123	116.3	136.4	402,920,945	131.3	8,766,579	157.8	210.3	56,516,382	136.9	44,038,544	110.5	127.4	346,404,563	130.4

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination  
November, January–November in 2007

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)	Nov.	3)	4)	Jan.–Nov.	5)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	263,676	80.4	14.7	4,717,836	26.9	140,327	100.0	17.1	2,284,966	31.3	60,657	47.1	8.0	1,618,147	23.6	42,541	104.9	32.0	615,286	26.8	20,151	109.2	24.5	199,437	19.2
		2,370,695	80.8	10.2	46,068,923	18.0	1,202,921	95.3	11.0	23,163,325	22.1	541,265	51.4	5.8	14,356,561	14.8	448,190	99.9	25.8	6,340,442	17.3	178,319	104.8	14.7	2,208,595	12.8
	6–8MP	5,630,506	90.0	108.9	52,217,177	134.3	2,035,754	108.4	106.3	18,350,919	126.8	2,550,518	82.9	127.7	20,855,236	153.9	530,730	101.1	62.9	7,706,133	102.8	513,504	66.0	123.6	5,304,889	158.6
		76,183,631	86.4	73.0	842,266,516	105.5	30,389,382	100.0	75.1	319,342,159	106.2	31,610,167	78.6	84.9	311,478,924	114.7	7,842,049	101.3	39.8	135,616,386	82.7	6,342,033	64.6	91.0	75,829,047	121.3
	No less than 8MP	4,614,262	96.8	376.8	26,474,859	319.2	1,813,054	103.3	382.7	9,559,494	270.1	1,600,931	92.5	341.7	8,704,450	317.2	953,802	95.8	391.5	6,681,226	397.6	246,475	86.1	637.6	1,529,689	464.0
		122,785,729	100.6	243.4	773,779,971	211.7	50,504,999	105.5	259.6	294,847,558	190.8	41,444,737	99.1	215.4	245,850,386	193.8	25,583,706	98.2	250.8	195,826,146	277.5	5,252,287	82.8	341.9	37,255,881	275.3

Digital Still Camera Total	10,508,444	92.6	128.3	83,409,872	129.0	3,989,135	105.7	124.4	30,195,379	119.2	4,212,106	85.3	130.6	31,177,833	134.6	1,527,073	97.8	125.2	15,002,645	130.7	780,130	72.1	145.4	7,034,015	149.3
	201,340,055	94.5	113.1	1,662,115,410	117.0	82,097,302	103.3	115.9	637,353,042	113.8	73,596,169	88.6	111.8	571,685,871	115.4	33,873,945	98.9	107.1	337,782,974	124.6	11,772,639	72.1	121.2	115,293,523	123.5

By Model	Cameras with Built-in Lens	9,825,243	92.1	129.5	77,526,937	128.0	3,720,935	106.5	126.0	27,654,311	117.4	3,923,608	84.4	131.0	29,028,321	134.7	1,415,684	97.2	126.6	13,931,577	128.2	765,016	71.7	146.8	6,912,728	149.6
		157,301,511	90.8	109.6	1,315,710,847	114.0	63,606,995	101.8	111.7	486,598,673	108.9	56,497,689	83.4	107.9	449,828,015	114.6	26,369,373	95.1	104.3	271,499,925	119.1	10,827,454	70.4	122.1	107,784,234	123.2
	SLR with Interchangeable Lens	683,201	99.6	113.7	5,882,935	143.8	268,200	96.1	105.3	2,541,068	143.0	288,498	100.5	126.0	2,149,512	133.6	111,389	106.9	109.4	1,071,068	174.7	15,114	96.6	98.3	121,287	132.3
		44,038,544	110.5	127.4	346,404,563	130.4	18,490,307	108.7	132.9	150,754,369	132.8	17,098,480	111.2	127.2	121,857,856	118.4	7,504,572	115.0	118.1	66,283,049	153.1	945,185	100.2	111.9	7,509,289	128.6

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Note : 1) Figures by CIPA member companies' only , including their overseas production.

- 2) Interchangeable lenses included standard lenses also , excepting lenses used only for APS Camera and Digital Camera.
- 3) Comparison over the previous month.
- 4) Comparison over the same month a year ago.
- 5) Comparison over the same period a year ago.