

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

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	228,710	74.6	21.4	4,962,062	25.5	230,468	75.7	19.7	5,084,277	25.0	28,061	69.1	24.3	164,034	9.2	202,407	76.8	19.2	4,920,243	26.5
		1,761,600	56.7	15.1	42,195,563	16.5	2,230,985	73.2	15.3	50,402,961	16.7	376,967	55.7	23.7	2,480,020	7.6	1,854,018	78.2	14.3	47,922,941	17.8
	6–8MP	2,855,182	48.5	79.7	60,514,212	126.3	3,071,372	51.6	80.4	60,593,977	126.1	294,065	89.9	37.2	5,599,493	91.0	2,777,307	49.3	91.7	54,994,484	131.2
		37,374,652	50.6	63.1	826,207,599	101.8	43,514,757	53.3	54.8	992,079,941	98.7	4,869,600	88.3	27.1	111,168,268	76.6	38,645,157	50.7	62.9	880,911,673	102.4
	No less than 8MP	3,842,445	72.9	418.4	35,505,504	345.7	3,797,936	72.5	402.0	34,688,802	327.9	808,461	130.2	540.1	5,224,468	350.7	2,989,475	64.8	376.0	29,464,334	324.2
		87,200,100	77.0	309.0	789,513,930	235.7	107,159,036	75.0	255.2	1,018,047,698	217.7	22,255,286	110.5	345.5	159,363,977	239.0	84,903,750	69.1	238.9	858,683,721	214.1

Digital Still Camera Total		6,926,337	60.5	124.4	100,981,778	130.1	7,099,776	61.8	119.7	100,367,056	127.1	1,130,587	114.4	107.1	10,987,995	116.6	5,969,189	56.8	122.4	89,379,061	128.5
		126,336,352	66.4	127.4	1,657,917,092	118.1	152,904,778	67.2	112.5	2,060,530,600	116.1	27,501,853	104.5	105.8	273,012,265	111.8	125,402,925	62.3	114.0	1,787,518,335	116.8

By Model	Cameras with Built-in Lens	6,268,694	58.7	124.3	93,434,483	129.0	6,472,099	60.5	119.7	92,899,202	126.0	1,022,053	116.3	103.6	9,922,219	114.0	5,450,046	55.5	123.3	82,976,983	127.6
		94,482,894	61.6	122.2	1,330,347,159	115.5	110,726,112	63.3	105.5	1,615,430,989	112.5	20,425,866	116.4	92.7	209,419,896	105.2	90,300,246	57.4	109.0	1,406,011,093	113.6
	SLR with Interchangeable Lens	657,643	85.4	125.8	7,547,295	144.3	627,677	79.2	119.4	7,467,854	141.9	108,534	99.2	156.7	1,065,776	148.6	519,143	76.0	113.7	6,402,078	140.8
		31,853,458	86.3	145.8	327,569,933	130.3	42,178,666	79.9	135.8	445,099,611	131.7	7,075,987	80.7	178.1	63,592,369	140.5	35,102,679	79.7	129.6	381,507,242	130.4

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

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

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)	Dec.	3)	4)	Jan.–Dec.	5)
	(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		
By Pixel	Less than 6MP	202,407	76.8	19.2	4,920,243	26.5	101,928	72.6	26.5	2,386,894	31.0	45,395	74.8	9.8	1,663,542	22.7	44,325	104.2	32.7	659,611	27.1	10,759	53.4	14.8	210,196	18.9
		1,854,018	78.2	14.3	47,922,941	17.8	899,235	74.8	16.9	24,062,560	21.8	374,583	69.2	7.4	14,731,144	14.4	485,161	108.2	30.1	6,825,603	17.8	95,039	53.3	9.7	2,303,634	12.6
	6–8MP	2,777,307	49.3	91.7	54,994,484	131.2	1,075,546	52.8	93.5	19,426,465	124.3	789,273	30.9	88.5	21,644,509	149.8	457,830	86.3	59.6	8,163,963	98.8	454,658	88.5	209.4	5,759,547	161.7
		38,645,157	50.7	62.9	880,911,673	102.4	16,140,326	53.1	65.1	335,482,485	103.1	11,018,329	34.9	68.9	322,497,253	112.2	6,213,048	79.2	36.5	141,829,434	78.4	5,273,454	83.2	144.4	81,102,501	122.5
	No less than 8MP	2,989,475	64.8	376.0	29,464,334	324.2	1,113,755	61.4	393.0	10,673,249	279.2	727,307	45.4	270.0	9,431,757	313.0	979,080	102.7	455.9	7,660,306	404.2	169,333	68.7	615.0	1,699,022	475.7
		84,903,750	69.1	238.9	858,683,721	214.1	33,585,880	66.5	250.6	328,433,438	195.6	22,261,916	53.7	185.4	268,112,302	193.1	25,592,154	100.0	283.4	221,418,300	278.1	3,463,800	65.9	315.4	40,719,681	278.3

Digital Still Camera Total	5,969,189	56.8	122.4	89,379,061	128.5	2,291,229	57.4	126.0	32,486,608	119.7	1,561,975	37.1	96.3	32,739,808	132.1	1,481,235	97.0	132.5	16,483,880	130.9	634,750	81.4	200.1	7,668,765	152.5
	125,402,925	62.3	114.0	1,787,518,335	116.8	50,625,441	61.7	116.3	687,978,483	114.0	33,654,828	45.7	101.8	605,340,699	114.6	32,290,363	95.3	116.8	370,073,337	123.8	8,832,293	75.0	154.1	124,125,816	125.3

By Model	Cameras with Built-in Lens	5,450,046	55.5	123.3	82,976,983	127.6	2,080,674	55.9	127.8	29,734,985	118.1	1,372,028	35.0	93.8	30,400,349	132.1	1,369,262	96.7	133.6	15,300,839	128.7	628,082	82.1	206.3	7,540,810	153.1
		90,300,246	57.4	109.0	1,406,011,093	113.6	35,719,054	56.2	110.3	522,317,727	109.0	21,565,686	38.2	91.0	471,393,701	113.3	24,620,915	93.4	113.2	296,120,840	118.6	8,394,591	77.5	166.4	116,178,825	125.5
	SLR with Interchangeable Lens	519,143	76.0	113.7	6,402,078	140.8	210,555	78.5	110.4	2,751,623	139.9	189,947	65.8	118.8	2,339,459	132.3	111,973	100.5	120.1	1,183,041	167.5	6,668	44.1	52.3	127,955	122.5
		35,102,679	79.7	129.6	381,507,242	130.4	14,906,387	80.6	134.0	165,660,756	133.0	12,089,142	70.7	128.9	133,946,998	119.2	7,669,448	102.2	129.9	73,952,497	150.3	437,702	46.3	64.0	7,946,991	121.8

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.