

Production, Shipment of Digital Still Camera
January, January-January in 2010

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	6,547,330	92.4	176.7	6,547,330	176.7	6,295,009	85.5	161.2	6,295,009	161.2	555,003	49.1	113.6	555,003	113.6	5,740,006	92.1	168.0	5,740,006	168.0	
	79,411,517	80.1	154.2	79,411,517	154.2	94,694,172	77.8	159.0	94,694,172	159.0	10,677,744	51.2	109.9	10,677,744	109.9	84,016,428	83.3	168.6	84,016,428	168.6	
By Type	Camera with Built-in Lens	5,851,473	95.9	171.1	5,851,473	171.1	5,617,696	88.1	157.0	5,617,696	157.0	490,057	48.2	108.9	490,057	108.9	5,127,639	95.7	164.0	5,127,639	164.0
		55,446,204	87.7	140.1	55,446,204	140.1	62,770,838	83.2	146.7	62,770,838	146.7	7,142,256	46.9	98.0	7,142,256	98.0	55,628,582	92.4	156.7	55,628,582	156.7
	SLR with Interchangeable Lens	695,857	70.7	243.9	695,857	243.9	677,313	68.5	206.9	677,313	206.9	64,946	57.1	168.4	64,946	168.4	612,367	69.9	212.0	612,367	212.0
		23,965,313	66.8	201.3	23,965,313	201.3	31,923,334	69.0	190.6	31,923,334	190.6	3,535,488	63.1	145.3	3,535,488	145.3	28,387,846	69.8	198.3	28,387,846	198.3

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas					
	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)	Jan.	5)	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	555,003	49.1	113.6	555,003	113.6	2,217,261	118.1	162.5	2,217,261	162.5	1,624,094	66.2	160.6	1,624,094	160.6	1,690,760	101.6	199.9	1,690,760	199.9	207,891	86.6	107.0	207,891	107.0	
	10,677,744	51.2	109.9	10,677,744	109.9	30,044,852	97.2	143.2	30,044,852	143.2	21,140,610	62.6	179.7	21,140,610	179.7	30,113,569	90.7	207.4	30,113,569	207.4	2,717,397	90.7	106.5	2,717,397	106.5	
By Type	Camera with Built-in Lens	490,057	48.2	108.9	490,057	108.9	1,979,901	128.8	167.8	1,979,901	167.8	1,470,543	66.6	147.4	1,470,543	147.4	1,484,316	106.4	194.5	1,484,316	194.5	192,879	88.4	103.2	192,879	103.2
		7,142,256	46.9	98.0	7,142,256	98.0	19,755,902	120.1	148.5	19,755,902	148.5	14,678,359	62.4	147.6	14,678,359	147.6	19,081,790	105.4	189.8	19,081,790	189.8	2,112,531	99.3	95.7	2,112,531	95.7
	SLR with Interchangeable Lens	64,946	57.1	168.4	64,946	168.4	237,360	69.7	128.3	237,360	128.3	153,551	62.6	1120.6	153,551	1,120.6	206,444	77.0	249.4	206,444	249.4	15,012	68.9	203.6	15,012	203.6
		3,535,488	63.1	145.3	3,535,488	145.3	10,288,950	71.1	134.0	10,288,950	134.0	6,462,251	63.2	355.0	6,462,251	355.0	11,031,779	73.0	246.9	11,031,779	246.9	604,866	69.5	175.0	604,866	175.0

(Camera & Imaging Products Association)

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

- 2) Interchangeable lenses included standard lenses else , 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.