

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

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	11,389,902	105.2	134.6	36,039,679	149.8	10,909,212	97.5	122.0	35,601,116	137.6	857,514	86.9	115.0	3,352,250	109.3	10,051,698	98.5	122.7	32,248,866	141.4	
	126,923,263	109.1	110.4	408,137,033	124.2	154,862,789	102.9	107.9	503,706,059	126.3	17,190,504	85.4	100.7	65,814,159	101.8	137,672,285	105.6	108.9	437,891,900	131.0	
By Type	Camera with Built-in Lens	10,386,941	103.4	135.2	32,822,110	148.5	9,883,287	95.2	122.0	32,340,763	136.1	742,796	87.1	116.7	2,932,793	105.2	9,140,491	95.9	122.5	29,407,970	140.2
		95,035,135	103.8	109.3	303,695,080	118.9	111,555,115	97.2	105.0	359,962,492	118.2	11,915,210	84.3	98.5	46,278,884	91.0	99,639,905	99.0	105.8	313,683,608	123.7
	SLR with Interchangeable Lens	1,002,961	128.1	127.9	3,217,569	164.4	1,025,925	127.0	122.1	3,260,353	155.2	114,718	85.7	105.1	419,457	149.8	911,207	135.2	124.7	2,840,896	156.1
		31,888,128	128.3	113.7	104,441,953	142.7	43,307,674	121.2	116.4	143,743,567	152.4	5,275,294	88.1	105.8	19,535,275	141.9	38,032,380	127.8	118.0	124,208,292	154.2

(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					
	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	857,514	86.9	115.0	3,352,250	109.3	3,056,899	103.1	110.6	10,400,665	135.3	4,194,479	94.0	133.1	12,664,484	146.5	2,387,545	100.5	124.3	7,855,656	143.5	412,775	103.1	115.1	1,328,061	133.8	
	17,190,504	85.4	100.7	65,814,159	101.8	41,796,072	115.4	94.2	136,819,420	116.9	50,647,938	98.6	117.5	151,850,984	137.8	40,206,509	107.5	118.0	132,559,412	141.7	5,021,766	93.6	102.9	16,662,084	124.3	
By Type	Camera with Built-in Lens	742,796	87.1	116.7	2,932,793	105.2	2,678,325	97.3	110.0	9,286,252	136.5	3,939,359	92.7	134.4	11,891,442	144.7	2,121,408	99.1	121.0	6,959,446	138.7	401,399	104.5	116.8	1,270,830	134.9
		11,915,210	84.3	98.5	46,278,884	91.0	28,023,094	102.0	90.8	93,330,212	114.0	40,268,555	94.7	118.5	119,412,770	130.1	26,836,082	103.1	106.4	86,730,096	125.9	4,512,174	97.8	109.3	14,210,530	127.4
	SLR with Interchangeable Lens	114,718	85.7	105.1	419,457	149.8	378,574	178.5	114.9	1,114,413	126.4	255,120	121.0	116.2	773,042	179.8	266,137	113.4	159.3	896,210	195.4	11,376	69.3	75.8	57,231	114.1
		5,275,294	88.1	105.8	19,535,275	141.9	13,772,978	157.2	101.8	43,489,208	123.6	10,379,383	117.2	114.1	32,438,214	175.6	13,370,427	117.5	151.2	45,829,316	185.9	509,592	67.6	67.6	2,451,554	109.0

(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.