

Shipment of Photo Printers for Consumer use, under A4 size
July, January-July in 2010

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	40,823	72.3	50.1	384,944	78.7	6,117	82.6	25.9	80,137	48.4	34,706	70.7	59.9	304,807	94.2
	323,068	80.2	52.2	2,870,527	74.2	44,353	89.5	26.7	618,686	45.0	278,715	78.9	61.5	2,251,841	90.4

(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				
	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3	Jul.	*1	*2	Jan.-Jul.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	6,117	82.6	25.9	80,137	48.4	8,189	37.3	37.6	128,888	228.6	9,090	102.9	42.2	74,716	65.1	16,316	89.8	132.6	94,202	75.2	1,111	1,078.6	48.0	7,001	25.7
	44,353	89.5	26.7	618,686	45.0	60,977	43.5	33.9	895,617	180.0	79,882	125.9	53.2	568,066	66.9	128,094	86.1	121.0	744,014	74.8	9,762	1,066.9	56.9	44,144	29.3

*1 Comparison over the previous month. *2 Comparison over the same month a year ago. *3 Comparison over the same period a year ago.

(Camera & Imaging Products Association)

- Note :
- 1) The shipment of printers without PictBridge has been included in the data in addition to the shipment of printers that supports PictBridge since April, 2010.
 - 2) Year-over-year comparison of the shipment of April, 2010 through March, 2011 will be compared with the previous year's shipment of printers that supports PictBridge.
 - 3) YoY of the shipment to Americas in 2010 is compared with the shipment of North America, 2009