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**PRESS RELEASE**

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## **2007-2009 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and the Related Goods**

CAMERA & IMAGING PRODUCTS  
ASSOCIATION (CIPA)

The Camera & Imaging Products Association (CIPA, President: Michio Kariya) has announced the outlook on the shipment forecasts by product-type concerning cameras and related goods for the term from 2007 to 2009.

### 1. Outlook on the Shipments in the year 2007

#### 1) Digital Cameras

The total shipment of digital cameras in the year 2006 based on volume was approximately 78.98 million pieces, up 21.9% from the previous year due to such factors as heightened functionality and diversification of cameras with built-in lens and active releases of new models and low pricing of digital SLR cameras with interchangeable lenses.

Based on this track record of shipments, shipment of digital cameras in the year 2007 is expected to show moderate growth at slightly a decelerated rate and is forecast to reach approx. 84.87 million pieces, representing a year-on-year increase of 5.89 million pieces, or 7.5%. Breaking down these figures on a type-specific basis, the forecasts for shipment of digital SLR cameras with interchangeable lenses and digital cameras with built-in lens are approx. 5.99 million pieces (a year-on-year increase of 13.9%) and approx. 78.88 million pieces (a year-on-year increase of 7.0%) respectively.

#### 2) Interchangeable Lenses for SRL Cameras

Thanks to the tremendous growth of lenses for exclusive use with digital cameras, the figure for shipment on a volume basis for interchangeable lenses for SLR cameras in the year 2006 reached 8.75 million pieces (a year-on-year increase of 24.2%).

Parallel with the impressive growth shown by digital SLR cameras with interchangeable lenses, shipment in the year 2007 is expected to show continued growth featuring an increase in the share of lenses

for exclusive use with digital cameras with a forecast of approx. 9.55 million pieces, representing an increase of approx. 0.80 million pieces (a year-on-year increase of 9.1%). Breaking down these figures on a type-specific basis, the forecasts for shipment of lenses for 35mm cameras and lenses for exclusive use with digital cameras are approx. 3.05 million pieces (a year-on-year decrease of 7.7%) and approx. 6.50 million pieces respectively (a year-on-year increase of 19.3%).

## 2. Outlook on the Shipments in the years 2008 and 2009

1) The outlook for the years 2008 and 2009 is for a steady rate of growth in total digital camera shipments in other regions (i.e. regions other than Japan, Europe and U.S.A.) with forecasts of approx. 88.53 million pieces (a year-on-year increase of 4.3%) and approx. 90.71 million pieces (a year-on-year increase of 2.5%) for the years 2008 and 2009 respectively. Breaking these figures down on a type-specific basis, digital SLR cameras with interchangeable lenses are expected to show a higher rate of growth than digital cameras with built-in lens.

### 2) Interchangeable Lenses for SLR Cameras

Parallel with the growth shown by digital SLR cameras with interchangeable lenses, the forecast for the years 2008 and 2009 is for continued growth in total shipment figures for interchangeable lenses for SLR cameras with forecasts of approx. 10.07 million pieces (a year-on-year increase of 5.5%) and approx. 10.37 million pieces (a year-on-year increase of 3.0%) for the years 2008 and 2009 respectively.

### 3) Film Cameras

The figure for total shipment of film cameras in 2006 was approx.1.64 million pieces (a year-on-year decrease of 69.6%). Film L/S cameras showed a particularly conspicuous decline with shipment of approx.1.40 million pieces (a year-on-year decrease of 71.0%) and it is expected that this trend will continue in 2007 and beyond. While it is expected that the demand for film cameras will maintain a consistent level, CIPA has decided that provision of shipment forecasts for this product will prove difficult in the future and will therefore handle only actual shipment figures after the year 2007.

For further information, please refer to our website or e-mail to us.

Camera & Imaging products Association (CIPA)

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## 2007-2009 Outlook on Shipment Forecast by Product-Type Concerning Cameras and the Related Goods

CAMERA & IMAGING PRODUCTS  
ASSOCIATION (CIPA)

**Total Shipment**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	5,264	138.9%	5,994	113.9%	6,528	108.9%	6,888	105.5%
Cameras with Built-in Lens	73,717	120.9%	78,876	107.0%	82,004	104.0%	83,817	102.2%
Digital Cameras (Total)	78,981	121.9%	84,870	107.5%	88,532	104.3%	90,705	102.5%
For 35 mm Cameras	3,304	93.1%	3,049	92.3%	2,796	91.7%	2,563	91.7%
Exclusive use with Digital Cameras	5,447	155.8%	6,498	119.3%	7,274	111.9%	7,810	107.4%
Interchangeable Lens for SLR (Total)	8,751	124.2%	9,547	109.1%	10,070	105.5%	10,373	103.0%

**Domestic Shipment**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	717	130.1%	789	110.1%	832	105.4%	861	103.5%
Cameras with Built-in Lens	8,707	110.3%	8,628	99.1%	8,514	98.7%	8,408	98.8%
Digital Cameras (Total)	9,424	111.6%	9,417	99.9%	9,346	99.2%	9,269	99.2%
For 35 mm Cameras	465	82.4%	427	91.8%	385	90.3%	351	91.2%
Exclusive use with Digital Cameras	615	141.7%	724	117.7%	809	111.8%	858	106.0%
Interchangeable Lens for SLR (Total)	1,080	108.2%	1,151	106.6%	1,194	103.7%	1,209	101.3%

**Export**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	4,547	140.3%	5,205	114.5%	5,696	109.4%	6,027	105.8%
Cameras with Built-in Lens	65,010	122.5%	70,248	108.1%	73,490	104.6%	75,409	102.6%
Digital Cameras (Total)	69,557	123.5%	75,453	108.5%	79,186	104.9%	81,436	102.8%
For 35 mm Cameras	2,839	95.1%	2,622	92.4%	2,411	92.0%	2,212	91.7%
Exclusive use with Digital Cameras	4,832	157.8%	5,774	119.5%	6,465	112.0%	6,952	107.5%
Interchangeable Lens for SLR (Total)	7,671	126.9%	8,396	109.5%	8,876	105.7%	9,164	103.2%

**Europe**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,967	147.5%	2,284	116.1%	2,510	109.9%	2,656	105.8%
Cameras with Built-in Lens	25,180	112.8%	26,315	104.5%	27,048	102.8%	27,509	101.7%
Digital Cameras (Total)	27,147	114.8%	28,599	105.3%	29,558	103.4%	30,165	102.1%
For 35 mm Cameras	905	95.0%	846	93.5%	783	92.5%	724	92.4%
Exclusive use with Digital Cameras	2,190	171.9%	2,656	121.3%	3,001	113.0%	3,199	106.6%
Interchangeable Lens for SLR (Total)	3,095	139.0%	3,502	113.2%	3,784	108.1%	3,923	103.7%

**North America**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,769	134.6%	1,988	112.4%	2,143	107.8%	2,243	104.6%
Cameras with Built-in Lens	23,016	126.3%	24,338	105.7%	24,929	102.4%	25,177	101.0%
Digital Cameras (Total)	24,785	126.9%	26,326	106.2%	27,072	102.8%	27,420	101.3%
For 35 mm Cameras	1,310	91.9%	1,204	91.9%	1,089	90.4%	989	90.8%
Exclusive use with Digital Cameras	1,808	143.2%	2,123	117.4%	2,340	110.2%	2,510	107.3%
Interchangeable Lens for SLR (Total)	3,118	116.0%	3,327	106.7%	3,429	103.1%	3,499	102.0%

**Others**

Unit in Thousand Pieces

Item by Type	Performance in the Year 2006		Forecast for the Year 2007-2009					
			The Year 2007		The Year 2008		The Year 2009	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	811	137.0%	933	115.1%	1,043	111.7%	1,128	108.2%
Cameras with Built-in Lens	16,814	134.0%	19,595	116.5%	21,513	109.8%	22,723	105.6%
Digital Cameras (Total)	17,625	134.1%	20,528	116.5%	22,556	109.9%	23,851	105.7%
For 35 mm Cameras	624	103.1%	572	91.7%	539	94.3%	499	92.6%
Exclusive use with Digital Cameras	834	158.9%	995	119.3%	1,124	113.0%	1,243	110.6%
Interchangeable Lens for SLR (Total)	1,458	129.0%	1,567	107.5%	1,663	106.1%	1,742	104.8%

Note: Figures include decimal-adjusted numbers.