About Camera & Imaging Products Association (CIPA)

Camera & Imaging Products Association (CIPA) is an international industry association consisting of members engaged in the development, production or sale of imaging related devices including digital cameras. The association's mission is to contribute to the business success of its members through various activities in securing fair business environments and by hosting events such as the world premier shows of camera and imaging devices, in addition to formulating worldwide industry standards to enhance the convenience of consumers.

Establishment

- April 1954: Japan Camera Industry Association (JCIA) was established.
- June 2002: Dissolution of the association.
- July 2002: Camera & Imaging Products Association (CIPA) was established as a limited liability intermediary corporation. The association was reorganized from an industry group focused on conventional film photography to an international association leading the digital age.
- January 2009: Corporate status of the association was changed to a general incorporated association in response to the amendment of the corporate law.

Business descriptions

The association, as an international organization, is engaged in ensuring fair market competition, securing product compatibility, sharing specification standards in addition to dealing with other challenges in the industry overall for association members engaging in the development, production or sale of cameras and lenses as well as related products, components, software, and systems. The association also engages in the following activities for imaging related devices with the goal of contributing to the business growth of members by performing surveys, research, and informational exchange for even greater growth.

1. To formulate and promote technical standards for compatibility / interconnection
2. To conduct research and provide information concerning intellectual property rights
3. To conduct statistical surveys and provide information concerning technical trends and the market
4. To conduct research and provide information concerning the environment and safety
5. To conduct research and provide information concerning trade issues
6. To hold exhibitions and provide information with consumers
7. To conduct academic and cultural research as well as to hold lectures
8. To conduct other necessary activities to achieve the association's goals in addition to the activities outlined above
Directors (Without Representative Directors)

President
Kazuo Ushida
Nikon Corporation
Representative Director

Vice President
Shiro Ajisaka
Tamron Co., Ltd.
President & CEO

Directors
Go Tokura  Canon Inc.
Toshihisa Iida  FUJIFILM Corporation
Shinichi Enomoto  Kenko Tokina Co., LTD.
Shigemi Sugimoto  OLYMPUS CORPORATION
Hideshi Fuchiue  Panasonic Corporation
Shinobu Takahashi  Ricoh Company, Ltd.
Kazuto Yamaki  SIGMA CORPORATION
Kimio Maki  Sony Imaging Products & Solutions Inc.

Representative Directors/Directors/Auditors

Vice President
Morihiro Ishii
Canon Inc.
President
Youichi Ibusuki
CASIO COMPUTER CO., LTD.
Representative Director
Go Tokura  Canon Inc.
Toshihisa Iida  FUJIFILM Corporation
Shinichi Enomoto  Kenko Tokina Co., LTD.
Shigemi Sugimoto  OLYMPUS CORPORATION
Hideshi Fuchiue  Panasonic Corporation
Shinobu Takahashi  Ricoh Company, Ltd.
Kazuto Yamaki  SIGMA CORPORATION
Kimio Maki  Sony Imaging Products & Solutions Inc.

Auditors
Kiyoshi Tohma  NIDEC COPAL CORPORATION
Tatsuki Domura  Xacti Corporation

List of Members

Regular Members
Canon Inc.
CASIO COMPUTER CO., LTD.
FUJIFILM Corporation
HOYA CORPORATION
Kenko Tokina Co., Ltd.
NIDEC COPAL CORPORATION
Nikon Corporation
OLYMPUS CORPORATION
Panasonic Corporation
Ricoh Company, Ltd.
SEIKO EPSON CORPORATION
SIGMA CORPORATION
Sony Imaging Products & Solutions Inc.
Tamron Co., Ltd.
Xacti Corporation

Supporting Members
Adobe Systems Incorporated
ALPS ELECTRIC CO., LTD.
Analog Devices KK
AIO Development Center, Ltd.
Apple, Inc.
Brother Industries, Ltd.
Carl Zeiss Co., Ltd.
COSINA Co., Ltd.
Dai Nippon Printing Co., Ltd.
Dolby Japan K.K.
FUJITSU LABORATORIES LTD.
Fuji Xerox Co., Ltd.
HUAWEI TECHNOLOGIES JAPAN K.K.
ImageLink, Inc.
KYORITSU ELECTRIC CO., LTD.
Microsoft
Morpho, Inc.
Nissin Japan Ltd.
Panasonic Photo & Lighting Co., Ltd.
Samsung Electronics Co., Ltd.
Shibakawa Manufacturing Co., Ltd.
Tessera, Inc.
Toshiba Memory Corporation
TSUBOSAKA ELECTRIC CO., LTD.

Special Members
Japan Camera Industry Institute (JCII)
Society for Imaging Science and Technology (IS&T)
The Society of Photography and Imaging of Japan (SPU)

As of June, 2018

A total of 15 companies
A total of 24 companies
A total of 3 organizations
Standards and Internationalization

CIPA Standards  CIPA Guidelines  Standards Formulated by CIPA

As an international organization, the association continues to formulate CIPA Standards and CIPA Guidelines to be adopted as the global industry standards for the purpose of enabling camera users over the world to select the optimal camera based on common specification standards and for increased user convenience by ensuring wide compatibility and interoperability. These types of standards apply to almost all cameras and related devices and offer an environment where users worldwide can enjoy images without concern. For example, Exif is a standard file format for digital images. This file format allows image files taken with cameras to be used anywhere without compatibility problems. The association members can participate and contribute to formulating CIPA Standards and CIPA Guidelines by participating in new proposals, revision proposals, as well as the review of these proposals.

List of CIPA Standards

- Digital Photo Solutions for Imaging Devices (PictBridge)
- Standard Procedure for Measuring Digital Still Camera Battery Consumption
- Resolution Measurement Methods for Digital Cameras
- Sensitivity of digital cameras
- Exchangeable image file format for digital still cameras : Exif Version 2.3
- Measurement and Description Method for Image Stabilization Performance of Digital Cameras (Optical System)

List of CIPA Guidelines

- Guideline for Noting Digital Camera Specifications in Catalogs
- Specification Guideline for Digital Cameras
- The Guideline for the Graphical Symbols of Digital Cameras
- Description Method for Image Stabilization Performance of Digital Cameras (Electronic/Hybrid Systems)

Exif Image Diagram

Examples of Digital Camera Symbols

International Standardization of CIPA Standards

For the purpose of expanding the utilization of CIPA Standards/CIPA Guidelines as industry standards, the association is striving toward making the standards/guidelines a part of the international standardization of the International Organization for Standardization (ISO). One typical example is ISO18383 : Photography -- Digital Cameras and ISO/TC42/WG18 (Electronic still picture imaging) -- Specification guideline, standard based on a CIPA Guidelines. Also, considerations are progressing for smartphones with built-in camera features so they can be evaluated by ISO standards, similar to cameras. Members of the association can participate in international committees related to the following international standards.

ISO/TC42 (Photography)/WG18 (Electronic still picture imaging)
ISO/TC42/WG4 (Mechanical elements of photographic equipment)
Communicating Information and Creating Demands

CIPA Statistics  Publishing Industry Trends

The association is publishing the worldwide production/shipping statistics on digital cameras, interchangeable lenses, and other products on its website every month. It also publishes the annual shipping forecast of digital cameras and interchangeable lenses at the beginning of the year. The statistics data published by the association are valuable for the analysis of consumer/economic trends, and are utilized by related industries, public agencies and news media.

**Total Shipment, 2017 (Value)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value of Total Shipment (Billion Yen)</th>
<th>(% Comparison Ratio)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Cameras with Built-in Lenses</td>
<td>210 bil yen</td>
<td>(18%)</td>
</tr>
<tr>
<td>Built-in Lenses *1</td>
<td>580 bil yen</td>
<td>(48%)</td>
</tr>
<tr>
<td>Interchangeable Lenses *1</td>
<td>410 bil yen</td>
<td>(34%)</td>
</tr>
<tr>
<td>Total</td>
<td>1,200 bil yen</td>
<td>(100%)</td>
</tr>
</tbody>
</table>

*1: Compact Digital Camera
*2: Single Lens Reflex Cameras and Non-Reflex Camera

**Total Shipment, 2017**

(Value : Digital Cameras and Interchangeable Lenses)

- Asia: 35%
- Americas: 24%
- Europe: 25%
- Japan: 13%
- Other Regions: 3%

**CP+ (Camera & Photo Imaging Show)**

CP+ (Camera & Photo Imaging Show) is a world premier show for cameras and photographic images held by the association every year. Many new products are announced to the world at this event, which holds the same standing as Photokina in Germany and CES in America. The Japan Camera Show started in 1960 and evolved upward into CP+. CP+ was launched in 2010 in Yokohama, the area where commercial photography began, with the goal of steering in the digitalization and improving dissemination of information from Japan to the world.

In addition to exhibits by each company, CP+ hosts various events including keynote speeches, technical academies, panel discussions with top engineers, marketing seminars, various photography exhibitions, and photo seminars. CP+ is used as a place to share information with customers, create demand, and conduct new business talks.

In addition, the Camera & Imaging Products Association issues a “Cameras and Imaging Equipments Brochure” to coincide with CP+.

**CP+ Informing to the World, New Products/Technology**

The statistics data published by the association are valuable for the analysis of consumer/economic trends, and are utilized by related industries, public agencies and news media.
Streamlining Business Environments

Trade and Tariffs  
Coping with Trade Barriers

Regarding regulated products, as well as sharing the regulatory information pertaining to trade and tariffs of each country, we monitor the state of operation of regulations and, in instances where it is recognized that international rules are not being followed, we take actions such as cooperating with government organs at home and abroad and coordinating with the relevant industry organizations in an effort to resolve problems.

In addition, we proactively offer opinions requesting the Governments to eliminate the tariffs of products concerned with careful observation on the trends of FTA (Free Trade Agreement) and EPA (Economic Partnership Agreement) being negotiated between relevant Governments. We will continue industrial activities so that the WTO will hold a positive discussion to review the current ITA products in the near future and interchangeable lenses are added to the ITA products as a result.

Product Environment Regulations  
Supporting Environmental Preservation Activities

Amidst the increasing recognition of environmental issues in the world, the rapid adherence to the various environmental regulations is demanded on a global level. The association not only surveys and collects information concerning regulations in each country and region but also supports activities of member companies to enhance their efforts toward the environmental regulations.

<table>
<thead>
<tr>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Efficiency Legislation for External Power Supplies and Battery Chargers, such as the EU Ecodesign directive (ErP) and the applicable legislation in North America.</td>
</tr>
<tr>
<td>The restriction on the use for the certain chemical substances in Products, such as EU REACH, EU RoHS, China RoHS and Taiwan RoHS.</td>
</tr>
<tr>
<td>Recycle Legislation for the E-Waste in each country and region.</td>
</tr>
</tbody>
</table>

Product Safety Regulations  
Active Work Toward Safety Measures

As well as collecting information on international safety regulations and safety regulations formulated individually by various countries and regions, we engage in coordination and exchange of opinions with other industry organizations and share information thus obtained to support compliance with product safety regulations of each member company. The association also undertakes activities such as submitting public comments to government agencies concerning various safety laws and regulations.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>India Electronics and IT Goods (Requirements for Compulsory Registration) Order 2012 for Secondary Batteries, External Power Supplies and Battery Chargers.</td>
</tr>
<tr>
<td>Air Transportation Regulations for Lithium Batteries, such as ICAO and IATA.</td>
</tr>
</tbody>
</table>

PictBridge Standards  
Promoting Direct Printing Standard

PictBridge is an industry standard that enables easy printing with directly connecting a digital camera to a printer with a USB cable or wireless system. The association formulates, operates, and promotes a logo certification program to ensure compatibility between devices that adopt the PictBridge Standard.
Streamlining Business Environments

effort to resolve problems.
actions such as cooperating with government organs at home and recognized that international rules are not being followed, we take information pertaining to trade and tariffs of each country, we monitor that adopt the PictBridge Standard.
a logo certi/f_ication program to ensure compatibility between devices directly connecting a digital camera to a printer with a USB cable or various safety laws and regulations.
submitting public comments to government agencies concerning company. The association also undertakes activities such as support compliance with product safety regulations of each member other industry organizations and share information thus obtained to regions, we engage in coordination and exchange of opinions with and safety regulations formulated individually by various countries and efforts toward the environmental regulations.

Amidst the increasing recognition of environmental issues in the world, the rapid adherence to the various environmental regulations is but also supports activities of member companies to enhance their

Examples
- Recycle Legislation for the E-Waste in each country and region
- Taiwan RoHS
- The restriction on the use for the certain chemical substances in Battery Chargers, such as the EU Ecodesign directive (ErP) and Energy Ef/f_iciency Legislation for External Power Supplies and
- India Electronics and IT Goods (Requirements for Compulsory Supplies and Battery Chargers
- Air Transportation Regulations for Lithium Batteries, such as ICAO
- China National Compulsory Safety Standard on Lithium Ion Cells

The council responds to urgent issues that do not fit into the framework of the Business Operation Committee or the Standardization Committee.

Secretariat

The Secretariat supports each of the activities of the General Meeting, Board of Directors, committees, and working groups and it is governed by secretary general.

Business Operation Committee

The committee handles issues that encompass the entire industry. The committee in direct control of public relation activities in addition to the establishment of the subordinate Research & Statistics Working Group, Trade Affairs Working Group, and Environment Working Group. The Research & Statistics Working Group arranges monthly statistic surveys and shipping outlooks for items such as digital cameras, and publishes industrial statistics periodically. The statistics published by the association are widely used for the analysis of economic trends. The Trade Affairs Working Group gains an understanding of regulations on the trade and tariffs of each country and, when problems arise, coordinates with government organs and industry organizations at home and abroad to work toward resolution. The Environment Working Group shares information regarding the restrictions of chemical substances, energy saving regulations, recycling laws and so forth in various countries, and responds actively cooperating with related industries. It also publishes "Environmental Initiatives" and "Q&A" on the "Environment" section of the association’s website.

General Meeting/Board of Directors/Auditors

General Meeting: The meeting appoints directors and auditors, makes decisions concerning business plans, budgets, reports, etc.
Board of Directors: The board makes decisions that affects the entire association, such as appointing representative directors, issuing technical standards, and submitting proposals to the General Meeting.
Auditors: The auditor audits accounting documents such as balance sheets.

Camera & Photo Imaging Show Operation Committee

The committee plans and operates CP+, the world leading event for delivering information on cameras and photo imaging.

Standardization Committee

Implementation of planning of industry-related technical standards. We are especially involved in the formation, revision, abolition and promotion of CIPA standards and the proactive proposal of the changes in international standards such as ISO. For example, the Exif/DCF standards technically deliberated at the committee have become widespread image data file standard in many other industries as well, and been contributing to data compatibility. The committee focuses on the following activities in conjunction with its subordinate working groups: Standard Development Working Group, Technical Working Group and Intellectual Properties Woking Group.
- Formulating the standards of camera and imaging related products and software
- Promoting the formulated standards and securing compatibility
- Cooperating with domestic and overseas industries and standardization organizations
- Working on the intellectual property issues on the standardization

Project Council

The council responds to urgent issues that do not fit into the framework of the Business Operation Committee or the Standardization Committee.
CIPA Camera & Imaging Products Association

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E-mail: info@cipa.jp
URL: http://www.cipa.jp

Access
From Tamachi station of JR Yamanote or Keihin-Tohoku lines
▶ 5 min walk from Shibaura exit (East exit)
From Mita station of the Mita or Asakusa Toei subway lines
▶ 7 min walk from Exit A4