Introduction

Contributing to the Development of Photo and Imaging Industry and Culture

Camera & Imaging Products Association (CIPA)
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Camera & Imaging Products Association (CIPA) is an industry association consisting of companies engaged in the development, production or distribution of digital cameras, imaging related products and software. CIPA formulates standards, and also deals with worldwide industry affairs such as environmental problems, for the purpose of contributing to the development of photo and imaging culture.

History

- April 1954 : Camera Industry Association (JCIA) was established.
- July 2002 : Camera & Imaging Products Association (CIPA) was incorporated as a limited liability intermediary corporation. The association was reborn from an industry group focused on the conventional film photography to an international organization to lead the digital age. It brought together all related entities such as consumer electronics manufacturers, electronic parts manufacturers, PC hardware manufacturers and PC software developers from domestic and foreign countries for the purpose of strengthening activities for formulating technical standards to deal with the digitization of camera and imaging products.
- January 2009 : Corporate status of CIPA was changed to a general incorporated association in response to the amendment of the corporate law.

Goal

The association is engaged in the following activities for the purpose of ensuring fair market competition, contributing to the development of photo and imaging culture, and to the growth of the entire industry.

Main activities:
- Formulate and promote technical standards worldwide
- Share information related to environmental problems, and promote awareness and activities for safety/environmental conservation and energy/resource saving
- Conduct statistical survey of production/shipping data and publish industry statistics
- Share information of international affairs, and respond adequately with aligned organizations
- Stage international and informative events for camera and photo imaging culture
- Other activities for the purpose of the growth of the industry and contribution to the society
Representative Directors

President
Tsuneki Uchida
Senior Adviser
Canon Inc.

Vice President
Kazuto Yamaki
Chief Executive Officer
SIGMA CORPORATION

Directors (without Representative Directors)

Haruo Ogawa
OLYMPUS CORPORATION

Jin Nakayama
CASIO COMPUTER CO., LTD.

Shinsuke Enomoto
Kenko Tokina Co., Ltd.

Shigeo Ishizuka
Sony Corporation

Shoji Kano
Tamron Co., Ltd.

Auditors

Toshikazu Mest
SEIKO Precision Inc.

Hitoshi Kikuchi
NIDEC COPAL CORPORATION

List of Members

Regular Members

Canon Inc.
CASIO COMPUTER CO., LTD.
FUJIFILM Corporation
HOYA CORPORATION
Kenko Tokina Co., Ltd.
Konica Minolta, Inc.
Mamiya Digital Imaging Co., Ltd.
NIDEC COPAL CORPORATION
Nikon Corporation

OLYMPUS CORPORATION
Panasonic Corporation
Ricoh Company, Ltd.
SEIKO EPSON CORPORATION
SEIKO Precision Inc.
SIGMA CORPORATION
Sony Corporation
Tamron Co., Ltd.

Supporting Members

Adobe Systems Incorporated
ALPS ELECTRIC CO., LTD.
Analog Devices KK
AQP Imaging Technology, Japan LTD.
Brother Industries, Ltd.
Canvas Mapple Co., Ltd.
Carl Zeiss Co., Ltd.
COSINA Co., Ltd.
Dai Nippon Printing Co., Ltd.
Dolby Japan K.K.
eSOL Co., Ltd.
Eye-Fi, Inc.
Fujifilm Mitsui Co., Ltd.
FUJITSU LABORATORIES LTD.
Fuji Xerox Co., Ltd.
ImageKik, Inc.

"Krasnogorsky zavod" JSC

KYORITSU ELECTRIC CO., LTD.
Microsoft
Morpho, Inc.
Nisn Japan Ltd.
NOKIA JAPAN CO., LTD.
Panasonic Photo & Lighting Co., Ltd.
RICOH IMAGING COMPANY, LTD.
Samsung Electronics Co., Ltd.
SEA & SEA SUNPAK Co., Ltd.
Seiko Instruments Inc.
Sharp Corporation
Shibakawa Manufacturing Co., Ltd.
Tessera, Inc.
TSUBOSAKA ELECTRIC CO., LTD.
Ubiquitous Corporation
Xacti Corporation
Xenon Technologies Pte., Ltd.

A total of 17 companies

Special Members

Japan Camera Industry Institute (JCII)
The Society of Photography and Imaging of Japan (SPIJ)
Society for Imaging Science and Technology (S&T)

A total of 3 organizations

As of March, 2014
Introduction to Activities

CP+ is a comprehensive photo imaging show planned and operated by the Camera & Photo Imaging Show Committee. Succeeding the 50 year history of the Japanese camera show, the first CP+ event was held at Pacifico Yokohama in 2010 for the purpose of enhancing the launch of information from Japan to the World. Since then, CP+ has increased its international presence as an event that actively launches information on new products and the latest technology from Japan, the heartland of the camera and imaging products industry. It is now one of the largest camera shows in the world, along with photokina in Germany and PMA@CES in the United States. CP+ provides various events including keynote speech, technical academies, panel discussions with top engineers and marketing seminars. It features various photo exhibitions and photo seminars as part of its efforts to contribute to the development of photo imaging culture. It also links with a series of regional photo imaging events called “Photo Yokohama” keeping even more comprehensive photo imaging information to be transmitted.

Introduction to Activities

CIPA Statistics

The association is publishing production/shipping statistics for digital cameras and interchangeable lenses and other products on its website each month(1). It also publishes an “Outlook on the Shipping Forecast by Product-type Concerning Cameras and Related Goods” at the beginning of each year. The statistics published by the association are utilized by related industries, governments and news media, and greatly assist the analysis of economic trends.

(1) The monthly statistics can be viewed from the “What’s New” section and “Statistics” on the top page of the association’s website.
Introduction to Activities  Formulating Technology Standards

The association continues to formulate global technical standards as an international organization to enable camera users over the world to select the optimal camera based on common specification standards and increase user convenience by ensuring wide compatibility and interoperability.

**CIPA Standards**

**DC-001 PictBridge**
A standard for enabling direct printing with digital cameras and printers.

**DC-002 Procedure for Measuring Battery Life**
Standard procedure for measuring digital still camera battery consumption.

**DC-003 Method for Measuring Resolution**
Resolution measurement methods for digital cameras.

**DC-004 Sensitivity of Digital Camera**
Standard output sensitivity (SOS) and recommended exposure index (REI).

**DC-005 Picture Transfer Protocol**
Picture Transfer Protocol over TCP/IP networks (PTP-IP).

**DC-006 Stereo Still Image Format**
A format for recording stereo images and required data.

**DC-007 Multi-Picture Format**
A format for recording multiple items of image data as a single file.

**DC-008 Exif Version 2.3(∗)**
Exchangeable image file format for digital camera. Exif 2.2 enhances image data transfer function to printers, Exif 2.21 supports expanded color space, and Exif 2.3 also adds additional associated information.

**DC-009 Design Rule for Camera File System(∗)**
DCF Version 2.0 (Edition 2010)

**DC-010 Exif 2.3 metadata for XMP(∗)**
A standard for Exif metadata described in XMP.

**DC-011 Measurement and Description Method for Image Stabilization Performance of Digital Cameras (Optical System)**
A method for measuring the performance of an optical image stabilization function and its description method.

### Overview of Exif/DCF

Standard shared with JEITA.

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<thead>
<tr>
<th>Digital camera</th>
<th>Storage media</th>
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<tr>
<td><strong>DCF (file system standard)</strong></td>
<td><strong>Exif (file format)</strong></td>
</tr>
<tr>
<td>Image root directory</td>
<td>Sub directory</td>
</tr>
<tr>
<td>Docm</td>
<td>IMG_XXX1.jpg</td>
</tr>
<tr>
<td>IMG_XXX2.jpg</td>
<td></td>
</tr>
<tr>
<td>IMG_XXX3.jpg</td>
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### CIPA Guidelines

<table>
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<tr>
<th>DCG-001</th>
<th>Guideline for Notation(Revised Version)</th>
<th>Guideline for noting digital camera specifications used in catalogs and user manuals. (such as the number of effective pixels).</th>
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<tbody>
<tr>
<td>JCCIA GLA03</td>
<td>Specification Guideline(Revised Version)</td>
<td>Guideline for noting digital camera specifications (focus distance, shutter speed etc).</td>
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<tr>
<td>DCG-003</td>
<td>Guideline for Graphical Symbols</td>
<td>Guideline for 99 operation icons for cameras.</td>
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<td>DCG-004</td>
<td>Guidelines for Handling Exif/DCF</td>
<td>Guideline for handling Exif and DCF to improve compatibility and interoperability.</td>
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<td>DCG-005</td>
<td>Measurement and Description Method for Weight and Dimensions</td>
<td>Guideline for indicating the size and weight of cameras.</td>
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<td>DCG-006</td>
<td>Implementation Guidelines for DPS over IP</td>
<td>Guideline for wireless direct printing.</td>
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### Examples of Digital Camera Symbols

- **Erase mode**
- **Telephoto**
- **Closeup / Macro**
- **Continuous shooting**
- **Disable flash**

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Introduction to Activities Formulating Technology Standards

CIPA standards and guidelines have been adopted in large number of products such as digital cameras, and utilized in the world. The association’s efforts also include the promotion of these standards to be adopted as global standards by international organizations such as ISO. (Bottom left: ISO/TC42 conference in Rochester, June 2011. Bottom right: ISO/TC42/WG18 conference in Cupertino, April 2010)

Introduction to Activities Distribution and Promotion of PictBridge Standard

The association promotes a logo certification program to ensure the compatibility among devices that adopt CIPA standards. PictBridge logo certification program based on the DPS (Digital Photo Solutions for Imaging Devices) standards has been available since 2003. PictBridge is the trademark for standards that enable printing by directly connecting a digital camera to a printer with a simple procedure that does not require a computer. In April 2012, the association formulated new guidelines for implementing DPS over IP, which enables wireless direct printing, and added it to the logo certification program. It is expected that this will lead to further adoption of PictBridge.

Introduction to Activities Distribution and Promotion of Image Stabilization Standard

In August 2012, the association completed and disclosed the “Measurement and Description Method for Image Stabilization Performance of Digital Cameras (Optical System)” standard for image stabilization which is an important function in digital cameras. Trial period of the standard started in January 2013, and the standard will be in use by July 2013.

The measurement method involves generating vibrations with the prescribed vibration waveforms using a vibratory apparatus, capturing a large number of the standard measurement chart with a camera placed on top of the vibratory apparatus, and calculating the amount of motion blur from those captured images. In addition, the degree of levels of image stabilization is calculated and displayed by half a stop basis of shutter speed, a unit familiar to camera users.

In order to promote the wide spread use of this standard, an exclusive webpage that includes the specifications of the standard and how to obtain a measurement kit has been prepared on the CIPA Website (image stabilization website http://www.cipa.jp/image-stabilization/index_e.html). The association is also continuing its promotion activities, including a seminar held in Japan (Tokyo) in November 2012, and Taiwan in February 2013.
Organization

General Meeting/Board of Directors/Auditors

- **General Meeting:** The meeting appoints directors and auditors, makes decisions on financial statements and business reports and so forth.
- **Board of Directors:** The board makes decisions that affect 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.

Business Operation Committee

The committee handles issues that encompass the entire industry. The subordinate Research & Statistics Working Group executes monthly statistic surveys and shipping outlook for items such as digital cameras, and publishes industrial statistics periodically. The statistics published by the association greatly assist the analysis of economic trend.

The Trade & International Affairs Working Group shares issues regarding international trade, and responds actively cooperating with related industries both inside and outside of Japan.

The Environment Working Group, based on an environmental policy(*), shares information regarding chemicals regulations, energy saving regulations, recycling laws and so forth in each country, and responds actively cooperating with related industries.

*The full text of the policy can be viewed on the following website: http://www.cipa.jp/env/env-policy_e.html

Standardization Committee

The committee plans technical standards relating to the association. In particular, it actively formulates, revises, abolishes and promotes CIPA standards, and proposes changes in domestic and international standards (ISO/IEC, JIS). 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 Working 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 and cross-sectoral issues of the association that do not fit into the framework of the Business Operation Committee or Standardization Committee.

Secretariat

The Secretariat supports the activities of the General Meeting, the Board of Directors, committees, and working groups, and so forth, being led by the secretary general.
Where to Contact

Camera & Imaging Products Association (CIPA)
〒 102-0082 JCl Building 5F, 25 Ichibancho, Chiyoda-ku, Tokyo
Phone: +81-3-5276-3891 (main)
E-mail: info@cipa.jp
URL: http://www.cipa.jp

From Hanzomon station of Hanzomon subway line.
1 min walk from exit A4 5 mins walk from A5
<When visiting by bus>
Toei Bus “83 03” [bus route: Yotsuya Station—Hanzomon—Hibiya—Ginza 4-chome—Harumi Futo]
Toei Bus “75” [bus route: Shinjuku Station West Exit—Tokyo Women’s Medical University—Yotsuya Station—Hanzomon—Miyakezaka]
Get off at the Hanzomon stop and walk for 4 minutes.
Make sure to check the timetable in advance as buses do not come very often.

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