

Production, Shipment of Digital Still Camera  
September, January-September in 2011

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)			(%)
Digital Still Camera Total	13,568,575	115.0	105.3	87,764,977	100.4	13,132,415	112.5	101.0	86,943,117	100.4	958,377	119.8	90.8	6,812,911	89.9	12,174,038	111.9	101.9	80,130,206	101.4	
	139,926,766	112.6	100.1	908,210,931	91.8	162,857,242	111.9	97.6	1,118,881,660	94.4	16,836,180	119.5	83.7	120,581,003	82.7	146,021,062	111.1	99.6	998,300,657	96.1	
By Type	Camera with Built-in Lens	11,632,729	117.7	100.2	75,274,999	95.6	11,276,223	114.2	96.2	74,692,007	95.8	801,592	119.7	88.0	5,755,799	87.9	10,474,631	113.8	96.9	68,936,208	96.5
		91,010,019	118.5	90.1	586,729,012	81.7	101,277,948	115.5	84.6	694,889,666	82.8	10,829,327	121.5	77.4	78,892,889	78.3	90,448,621	114.9	85.6	615,996,777	83.4
	Camera with Interchangeable Lens	1,935,846	101.2	150.9	12,489,978	143.8	1,856,192	103.2	145.7	12,251,110	142.2	156,785	120.3	108.5	1,057,112	102.9	1,699,407	101.9	150.5	11,193,998	147.5
		48,916,747	103.0	126.1	321,481,919	118.5	61,579,294	106.4	130.6	423,991,994	122.9	6,006,853	116.0	97.9	41,688,114	92.6	55,572,441	105.4	135.6	382,303,880	127.4

(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					
	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)			(%)
Digital Still Camera Total	958,377	119.8	90.8	6,812,911	89.9	3,664,791	104.1	100.3	26,787,100	101.2	4,937,262	143.6	100.5	27,920,072	91.9	2,892,458	82.5	105.0	21,567,344	115.4	679,527	165.9	108.9	3,855,690	110.6	
	16,836,180	119.5	83.7	120,581,003	82.7	42,938,635	108.0	101.0	328,922,744	100.9	52,767,283	139.4	96.8	305,807,299	84.2	43,931,468	88.0	102.5	326,193,086	105.8	6,383,676	161.7	94.8	37,377,528	90.1	
By Type	Camera with Built-in Lens	801,592	119.7	88.0	5,755,799	87.9	3,057,529	101.9	94.0	22,779,459	96.8	4,409,188	146.6	96.2	24,988,567	88.5	2,368,347	84.0	99.4	17,505,360	107.1	639,567	168.2	107.3	3,662,822	109.9
		10,829,327	121.5	77.4	78,892,889	78.3	24,206,487	101.0	82.1	197,582,247	88.3	37,524,091	148.0	87.8	214,295,294	76.5	23,480,722	89.2	84.7	172,606,849	86.4	5,237,321	168.7	91.8	31,512,387	88.7
	Camera with Interchangeable Lens	156,785	120.3	108.5	1,057,112	102.9	607,262	116.7	151.6	4,007,641	136.9	528,074	122.4	160.1	2,931,505	135.3	524,111	76.3	141.2	4,061,984	173.4	39,960	137.0	143.7	192,868	126.2
		6,006,853	116.0	97.9	41,688,114	92.6	18,732,148	118.7	143.8	131,340,497	128.2	15,243,192	122.0	129.3	91,512,005	110.2	20,450,746	86.7	134.9	153,586,237	141.3	1,146,355	135.8	111.6	5,865,141	99.0

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only, including their overseas production.

- 2) Comparison over the previous month.
- 3) Comparison over the same month a year ago.
- 4) Comparison over the same period a year ago.