

Production, Shipment of Digital Still Camera
October, January-October in 2012

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	9,625,758	129.5	78.2	87,527,152	87.5	9,336,882	123.1	72.4	85,261,785	85.4	674,596	81.9	80.7	7,292,445	95.3	8,662,286	128.2	71.8	77,969,340	84.6
	112,012,100	115.3	95.9	1,015,280,274	99.1	136,122,464	109.4	87.8	1,266,617,734	99.4	12,875,834	84.9	83.2	131,711,096	96.8	123,246,630	112.8	88.3	1,134,906,638	99.7

By Type	Camera with Built-in Lens	7,528,121	132.8	69.5	70,198,089	81.5	7,248,185	123.6	63.9	68,462,951	79.6	510,815	77.8	75.8	5,897,215	91.7	6,737,370	129.4	63.1	62,565,736	78.6
			58,768,240	124.3	74.0	542,304,689	81.4	64,285,108	112.7	63.1	627,191,656	78.7	6,021,383	71.7	66.0	71,422,391	81.1	58,263,725	119.8	62.8	555,769,265
Camera with Interchangeable Lens	2,097,637	119.1	142.4	17,329,063	124.1	2,088,697	121.5	135.0	16,798,834	121.7	163,781	97.9	100.8	1,395,230	114.4	1,924,916	124.0	139.0	15,403,604	122.5	
	53,243,860	106.8	142.5	472,975,585	131.8	71,837,356	106.6	135.3	639,426,078	134.0	6,854,451	101.3	108.0	60,288,705	125.5	64,982,905	107.1	139.0	579,137,373	135.0	
Single Lens Reflex	1,465,602	97.6		14,012,424		1,545,933	106.8		13,755,522		71,816	83.9		813,721		1,474,117	108.2		12,941,801		
	38,991,688	89.2		395,395,844		55,168,789	92.5		546,295,120		3,661,048	88.2		40,390,443		51,507,741	92.9		505,904,677		
Non-Reflex 5)*	632,035	244.0		3,316,639		542,764	200.0		3,043,312		91,965	112.6		581,509		450,799	237.7		2,461,803		
	14,252,172	230.8		77,579,741		16,668,567	213.7		93,130,958		3,193,403	122.0		19,898,262		13,475,164	260.1		73,232,696		

(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				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	674,596	81.9	80.7	7,292,445	95.3	3,090,415	127.9	80.7	28,078,371	91.7	3,478,762	145.8	61.9	25,566,285	76.2	1,744,912	101.4	84.0	21,163,579	89.5	348,197	147.0	65.1	3,161,105	72.0
	12,875,834	84.9	83.2	131,711,096	96.8	39,686,757	106.4	96.2	370,151,716	100.0	45,049,518	139.8	74.7	338,350,558	92.4	34,522,404	92.5	104.5	393,093,359	109.4	3,987,951	164.1	81.1	33,311,005	78.8

By Type	Camera with Built-in Lens	510,815	77.8	75.8	5,897,215	91.7	2,429,594	138.4	72.7	22,246,398	85.2	2,793,449	138.1	54.1	21,514,605	71.4	1,211,362	99.6	72.4	15,893,325	82.9	302,965	142.4	61.3	2,911,408	70.0
			6,021,383	71.7	66.0	71,422,391	81.1	20,119,483	129.0	76.5	182,388,463	81.5	24,300,849	131.7	52.5	189,773,331	72.8	11,365,044	88.2	69.2	159,605,700	84.4	2,478,349	147.0	66.0	24,001,771
Camera with Interchangeable Lens	163,781	97.9	100.8	1,395,230	114.4	660,821	100.1	136.5	5,831,973	129.8	685,313	188.4	149.4	4,051,680	119.5	533,550	105.9	132.6	5,270,254	118.1	45,232	187.2	112.4	249,697	107.1	
	6,854,451	101.3	108.0	60,288,705	125.5	19,567,274	90.2	130.7	187,763,253	128.3	20,748,669	150.6	148.1	148,577,227	140.8	23,157,360	94.8	139.4	233,487,659	137.2	1,509,602	202.9	129.4	9,309,234	132.4	
Single Lens Reflex	71,816	83.9		813,721		516,909	87.1		5,115,219		534,904	164.7		3,454,750		395,634	93.2		4,187,324		26,670	137.7		184,508		
	3,661,048	88.2		40,390,443		15,177,615	76.3		166,976,115		16,665,573	131.3		130,788,455		18,848,076	84.3		201,318,948		816,477	155.6		6,821,159		
Non-Reflex 5)*	91,965	112.6		581,509		143,912	216.8		716,754		150,409	385.0		596,930		137,916	173.7		1,082,930		18,562	387.3		65,189		
	3,193,403	122.0		19,898,262		4,389,659	242.9		20,787,138		4,083,096	377.2		17,788,772		4,309,284	207.9		32,168,711		693,125	316.0		2,488,075		

(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.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.