

Production, Shipment of Digital Still Camera
November , January - November in 2004

Unit Upper:Pcs, Lower:1,000 Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Norvember	3)	4)	Jan.- Nor.	5)	Norvember	3)	4)	Jan.- Nor.	5)	Norvember	3)	4)	Jan.- Nor.	5)	Norvember	3)	4)	Jan.- Nor.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Less than 3MP		176,280	80.7	29.6	3,383,846	47.5	186,801	83.5	26.3	3,563,654	45.4	8,384	-198.6	6.3	257,710	17.7	178,417	78.3	30.9	3,305,944	51.8
		2,430,398	83.2	26.2	47,976,218	40.0	2,271,335	87.7	22.1	46,423,694	33.4	176,453	-2152.1	7.7	4,015,550	13.5	2,094,882	80.6	26.2	42,408,144	38.9
3-4MP		1,110,700	84.0	44.0	14,775,987	80.0	1,311,663	82.6	53.5	15,683,181	85.2	82,034	66.5	22.4	1,888,379	49.2	1,229,629	83.9	59.0	13,794,802	94.7
		16,552,930	84.2	31.8	266,554,389	65.3	20,611,265	81.9	38.9	288,035,976	64.2	1,676,246	64.2	18.4	41,338,280	40.7	18,935,019	84.0	43.1	246,697,696	71.1
4-5MP		2,162,186	109.3	172.1	16,862,556	241.6	2,312,234	110.0	189.4	16,712,945	248.7	273,602	143.7	94.7	2,403,823	177.6	2,038,632	106.6	218.7	14,309,122	266.6
		40,888,538	106.7	137.6	340,484,668	187.1	46,752,866	108.8	138.8	380,844,419	176.3	5,944,258	134.9	72.5	61,346,672	146.6	40,808,608	105.8	160.1	319,497,747	183.5
No less than 5MP		3,175,237	105.8	358.4	20,141,677	328.9	2,972,039	97.3	322.2	19,301,545	325.6	442,059	126.1	318.2	3,108,598	392.3	2,529,980	93.6	322.9	16,192,947	315.3
		91,184,191	110.2	270.1	626,701,868	256.8	100,326,255	101.4	249.0	713,515,556	236.5	15,729,814	139.4	251.8	111,122,604	258.5	84,596,441	96.5	248.5	602,392,952	232.9
Digital Still Camera Total		6,624,403	101.6	125.8	55,164,066	142.5	6,782,737	97.3	127.9	55,261,325	142.1	806,079	122.1	87.0	7,658,510	102.9	5,976,658	94.7	136.5	47,602,815	151.3
		151,056,057	105.1	121.1	1,281,717,143	134.3	169,961,721	100.2	123.8	1,428,819,645	129.3	23,526,771	128.6	91.1	217,823,106	100.7	146,434,950	96.7	131.4	1,210,996,539	136.2
Optical Zooming Function	With optical zoom lenses	5,796,965	98.5	124.7	48,672,627	143.7	5,996,752	96.1	130.0	48,820,144	143.9	705,841	125.4		6,838,706		5,290,911	93.2		41,981,438	
		123,356,809	99.8	114.6	1,086,347,630	130.8	139,498,143	95.6	118.6	1,202,799,706	125.7	18,241,153	122.1		182,216,443		121,256,990	92.6		1,020,583,263	
	Without optical zoom lenses	488,274	125.6	97.1	4,232,494	102.8	468,577	99.7	81.0	4,264,884	100.8	55,323	87.1		491,162		413,254	101.7		3,773,722	
		6,463,946	125.3	73.8	56,509,552	87.0	6,521,632	96.7	67.7	62,764,778	87.2	1,237,998	87.2		9,895,112		5,283,634	99.3		52,869,666	
	single lens reflex exchangeable lenses	339,164	138.5	299.9	2,258,945	316.1	317,408	122.8	278.3	2,176,297	296.8	44,915	134.5	199.7	328,642	226.6	272,493	121.1	297.6	1,847,655	314.1
	21,235,302	142.1	252.4	138,859,961	237.3	23,941,946	140.3	239.1	163,255,161	213.6	4,047,620	208.8	198.3	25,711,551	168.1	19,894,326	131.6	249.6	137,543,610	225.0	

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

Digital Still Camera Export by Destination
November , January - November in 2004

Unit Upper:Pcs.Lower:1,000 Yen

By Destination Item	Export																								
	Europe					N.America					Asia					Others									
	November	3) (%)	4) (%)	Jan.- Nor.	5) (%)	November	3) (%)	4) (%)	Jan.- Nor.	5) (%)	November	3) (%)	4) (%)	Jan.- Nor.	5) (%)	November	3) (%)	4) (%)	Jan.- Nor.	5) (%)	November	3) (%)	4) (%)	Jan.- Nor.	5) (%)
Digital Still Camera Total	5,976,658	94.7	136.5	47,602,815	151.3	2,446,880	99.5	142.7	20,271,611	154.4	2,357,513	84.8	124.1	17,121,253	135.3	810,627	119.1	146.7	7,407,107	174.7	361,638	93.2	171.5	2,802,844	195.2
	146,434,950	96.7	131.4	1,210,996,539	136.2	59,594,013	100.7	141.4	504,580,513	138.8	57,175,712	87.9	120.3	424,898,033	121.3	21,634,273	115.8	129.8	215,727,282	158.3	8,030,952	95.4	158.3	65,790,711	169.3

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

- Note : 1) Figures by CIPA member companies' only , including their overseas production.
 2) Interchangeable lenses included standard lenses also , excepting lenses used only for APS Camera and Digital Camera.
 3) Comparison over the previous month.
 4) Comparison over the same month a year ago.
 5) Comparison over the same period a year ago.