

Production, Shipment of Digital Still Camera
May, January-May in 2008

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)					
	May.	3)	4)*	Jan.-May.	5)*	May.	3)	4)*	Jan.-May.	5)*	May.	3)	4)	Jan.-May.	5)	May.	3)	4)*	Jan.-May.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	10,441,747	88.7	121.3	44,686,066	126.0	10,478,897	91.8	126.6	45,748,656	131.2	780,470	74.9	103.9	4,491,577	102.6	9,698,427	93.5	128.8	41,257,079	135.3	
	155,294,798	88.3	112.1	698,798,431	121.0	195,954,773	94.7	113.1	871,593,592	118.5	18,387,103	73.2	100.6	110,145,618	104.2	177,567,670	97.7	114.6	761,447,974	120.9	
Type	Camera with Built-in Lens	9,633,480	87.4	120.8	41,196,608	126.3	9,634,464	90.6	125.8	42,313,946	131.9	684,733	74.2	100.6	3,988,493	99.8	8,949,731	92.1	128.3	38,325,453	136.5
	SLR with Interchangeable Lens	122,775,788	86.0	109.5	538,373,553	117.7	149,725,226	91.3	110.0	662,127,784	116.0	13,134,336	71.1	92.9	80,383,633	95.7	136,590,890	93.8	112.0	581,744,151	119.5
Price	Less than 8MP	808,267	107.8	127.7	3,489,458	122.7	844,433	108.9	136.1	3,434,710	122.7	95,737	79.6	135.5	503,084	132.0	748,696	114.2	136.2	2,931,626	121.3
	No less than 8MP	32,519,010	98.2	122.9	160,424,878	133.3	46,229,547	107.8	124.5	209,465,808	127.3	5,252,767	79.1	127.1	29,761,985	136.9	40,976,780	113.1	124.2	179,703,823	125.8
Price	Less than 8MP	2,118,856	79.4	34.0	10,574,994	38.1	2,129,424	78.4	36.4	11,746,829	43.1	62,155	82.8	12.5	568,846	17.5	2,067,269	78.3	38.6	11,177,983	46.5
	No less than 8MP	20,435,118	79.3	24.3	108,666,040	28.6	25,390,105	84.4	26.2	141,934,459	30.5	1,101,899	73.2	11.1	9,923,269	14.9	24,288,206	85.0	27.9	132,011,190	33.1
Price	Less than 8MP	8,322,891	91.4	349.2	34,111,072	441.3	8,349,473	96.0	344.5	34,001,827	447.6	718,315	74.3	282.2	3,922,731	345.4	7,631,158	98.7	351.8	30,079,096	465.6
	No less than 8MP	134,859,680	89.8	246.9	590,132,391	298.9	170,564,668	96.5	223.5	729,659,133	269.8	17,285,204	73.2	206.9	100,222,349	256.4	153,279,464	100.0	225.5	629,436,784	272.1

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas					
	May.	3)	4)	Jan.-May.	5)	May.	3)	4)*	Jan.-May.	5)*	May.	3)	4)*	Jan.-May.	5)*	May.	3)	4)*	Jan.-May.	5)*	May.	3)	4)*	Jan.-May.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	780,470	74.9	103.9	4,491,577	102.6	3,308,526	108.3	126.5	13,669,378	122.6	3,540,058	87.2	123.2	14,760,102	136.3	1,809,580	83.8	135.4	8,563,669	142.1	1,040,263	94.8	148.4	4,263,930	172.2	
	18,387,103	73.2	100.6	110,145,618	104.2	66,460,806	111.7	117.1	278,262,381	117.3	59,916,710	90.0	109.3	249,487,782	117.9	36,205,913	89.8	117.9	172,912,488	125.0	14,984,241	97.1	118.0	60,785,323	143.3	
Type	Camera with Built-in Lens	684,733	74.2	100.6	3,988,493	99.8	2,970,036	106.4	125.7	12,409,825	123.2	3,296,427	86.9	123.1	13,797,825	138.1	1,661,344	81.1	132.9	7,927,279	142.0	1,021,924	94.7	148.9	4,190,524	173.0
	SLR with Interchangeable Lens	13,134,336	71.1	92.9	80,383,633	95.7	48,384,855	108.6	115.3	200,882,091	115.2	46,296,479	88.2	107.6	191,674,847	117.9	27,877,983	82.1	110.3	132,255,056	119.4	14,031,573	96.7	119.4	56,932,157	145.7
Price	Less than 8MP	95,737	79.6	135.5	503,084	132.0	338,490	128.3	133.4	1,259,553	116.9	243,631	92.3	124.9	962,277	114.7	148,236	136.0	171.6	636,390	142.6	18,339	99.7	125.4	73,406	134.0
	No less than 8MP	5,252,767	79.1	127.1	29,761,985	136.9	18,075,951	121.2	122.3	77,380,290	123.3	13,620,231	96.9	115.5	57,812,935	117.7	8,327,930	131.4	152.6	40,657,432	147.2	952,668	101.9	100.0	3,853,166	114.7
Price	Less than 8MP	62,155	82.8	12.5	568,846	17.5	678,942	92.0	35.6	3,662,670	40.6	717,385	71.5	33.2	3,885,923	44.4	238,508	62.7	31.3	1,595,106	38.3	432,434	83.3	81.5	2,034,284	96.5
	No less than 8MP	1,101,899	73.2	11.1	9,923,269	14.9	8,667,631	101.2	26.4	47,718,447	31.2	8,211,439	77.9	25.3	44,010,780	31.8	2,582,804	66.1	19.2	17,717,186	23.5	4,826,332	86.9	58.4	22,564,777	70.8
Price	Less than 8MP	718,315	74.3	282.2	3,922,731	345.4	2,629,584	113.5	370.4	10,006,708	467.5	2,822,673	92.4	394.9	10,874,179	521.7	1,571,072	88.4	273.8	6,968,563	373.1	607,829	105.0	356.3	2,229,646	604.6
	No less than 8MP	17,285,204	73.2	206.9	100,222,349	256.4	57,793,175	113.5	241.3	230,543,934	273.3	51,705,271	92.3	231.8	205,477,002	279.8	33,623,109	92.4	194.7	155,195,302	246.3	10,157,909	102.8	228.8	38,220,546	362.6

* Due to the increase in the number of participating companies in the statistical survey from January 2008, the "comparison" is not rigorously defined, and the figures might be considered just as "reference values."

(Camera & Imaging Products Association)

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.