

Production, Shipment of Digital Still Camera
September, January-September in 2010

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					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	12,889,666	133.6	104.0	87,395,203	126.9	12,999,213	135.0	102.6	86,606,377	120.9	1,055,047	117.3	107.8	7,574,280	107.7	11,944,166	136.8	102.1	79,032,097	122.3	
	139,846,402	128.5	91.1	989,730,090	107.7	166,778,659	134.1	89.8	1,184,767,440	106.5	20,118,235	125.0	89.3	145,816,474	95.5	146,660,424	135.4	89.8	1,038,950,966	108.2	
By Type	Camera with Built-in Lens	11,606,646	133.5	102.1	78,706,991	126.0	11,725,349	135.5	100.7	77,990,426	119.6	910,604	114.5	107.6	6,547,371	104.3	10,814,745	137.6	100.2	71,443,055	121.2
		101,051,558	127.5	86.2	718,324,964	104.1	119,645,462	133.9	87.3	839,708,774	103.0	13,982,425	118.2	90.2	100,816,164	88.2	105,663,037	136.3	86.9	738,892,610	105.5
	SLR with Interchangeable Lens	1,283,020	133.8	125.8	8,688,212	136.6	1,273,864	130.3	123.5	8,615,951	133.7	144,443	138.2	108.8	1,026,909	135.0	1,129,421	129.4	125.7	7,589,042	133.6
		38,794,844	131.0	106.6	271,405,126	118.9	47,133,197	134.6	96.7	345,058,666	115.9	6,135,810	143.9	87.5	45,000,310	117.4	40,997,387	133.3	98.3	300,058,356	115.7

(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	1,055,047	117.3	107.8	7,574,280	107.7	3,652,320	135.2	98.8	26,463,430	122.8	4,914,139	156.1	98.4	30,390,261	116.1	2,753,638	109.0	107.7	18,693,065	131.0	624,069	176.8	139.3	3,485,341	134.0	
	20,118,235	125.0	89.3	145,816,474	95.5	42,512,778	135.2	78.6	326,107,177	96.2	54,539,492	152.6	91.0	363,027,314	108.0	42,873,049	115.4	97.4	308,347,659	123.6	6,735,105	169.0	129.7	41,468,816	118.2	
By Type	Camera with Built-in Lens	910,604	114.5	107.6	6,547,371	104.3	3,251,628	135.6	96.9	23,536,275	123.8	4,584,305	160.0	97.7	28,223,578	114.9	2,382,548	105.5	103.0	16,350,731	127.0	596,264	177.7	136.6	3,332,471	135.0
		13,982,425	118.2	90.2	100,816,164	88.2	29,485,809	137.7	76.3	223,656,545	97.1	42,754,356	159.9	90.4	280,021,898	104.8	27,715,160	106.6	89.6	199,670,676	114.9	5,707,712	168.2	122.4	35,543,491	122.5
	SLR with Interchangeable Lens	144,443	138.2	108.8	1,026,909	135.0	400,692	131.6	117.7	2,927,155	115.0	329,834	116.9	108.2	2,166,683	134.8	371,090	138.1	153.5	2,342,334	167.7	27,805	159.2	247.4	152,870	115.7
		6,135,810	143.9	87.5	45,000,310	117.4	13,026,969	130.0	84.2	102,450,632	94.3	11,785,136	130.9	93.2	83,005,416	120.5	15,157,889	136.0	115.9	108,676,983	143.6	1,027,393	173.6	194.0	5,925,325	97.4

(Camera & Imaging Products Association)

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

2) Interchangeable lenses included standard lenses else , 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.