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PRESS RELEASE

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**CAMERA & IMAGING PRODUCTS
ASSOCIATION (CIPA)**

Forecast of 2006-2008 Shipments of various types of Cameras and related Goods (Revision)

In August 2006 the Camera & Imaging Products Association (CIPA, President: Michio Kariya) reviewed the January 31, 2006 forecast of 2006-2008 shipments of various types of cameras and related goods. The revised forecast is as per the attached appendix.

1) Shipment forecast for digital cameras

Total shipment of digital cameras increased by a strong 20.3% in volume from the previous year during the first 7 months of 2006. Domestic shipment of digital cameras with built-in lenses increased 7.9%, and export of digital cameras with built-in lenses increased 22.5%.

As a result, though the estimation at the beginning of the year predicted that the total shipment of digital cameras in 2006 would rise 4.0% from the previous year, a total of 72.97 million digital cameras are now forecast to be shipped in 2006, up 12.7% from the previous year.

2) Shipment forecast for silver halide cameras

At the beginning of this year, we predicted a year-on-year decrease of 38.0% in volume in the total 2006 shipment of silver halide cameras. However, shipment decreased 67.1% from the previous year during the first 7 months of 2006, and a significant downward trend was observed in both domestic and foreign markets.

For further information, please refer to our website or send e-mail to us.
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CAMERAS & IMAGING PRODUCTS
ASSOCIATION (CIPA)

Forecast of 2006-2008 Shipments of various types of Cameras and related Goods (Revision)

1. Forecast of 2006 shipments (Revision)

【Total shipment】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	4,677	123.4%	4,597	121.3%
Cameras with Built-in Lens	62,659	102.8%	68,369	112.1%
Digital Cameras Total	67,336	104.0%	72,966	112.7%
FP	307	56.5%	267	49.2%
LS	3,022	62.6%	1,770	36.6%
Medium & Large Format	6	78.5%	6	74.2%
Silver Halide Cameras (Total)	3,334	62.0%	2,042	38.0%
Cameras (Total)	70,670	100.7%	75,008	106.9%
For 35 mm Cameras	3,347	94.3%	3,147	88.7%
Exclusive use with Digital Cameras	4,500	128.7%	4,529	129.5%
Interchangeable Lens for SLR (Total)	7,848	111.4%	7,675	109.0%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
3,791	153.0%	2,370	119.3%
60,975	106.4%	36,426	120.4%
64,766	108.4%	38,796	120.3%
543	46.2%	147	48.2%
4,829	54.4%	884	31.2%
8	76.0%	4	86.4%
5,380	53.5%	1,035	32.9%
70,146	100.5%	39,832	112.6%
3,548	100.4%	1,685	89.0%
3,496	195.2%	2,421	138.8%
7,044	132.3%	4,106	112.8%

【Domestic shipment】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	668	121.2%	605	109.9%
Cameras with Built-in Lens	7,609	96.4%	8,095	102.6%
Digital Cameras Total	8,277	98.0%	8,700	103.0%
FP	33	59.2%	30	53.7%
LS	137	56.2%	116	47.8%
Medium & Large Format	2	60.8%	2	64.7%
Silver Halide Cameras (Total)	172	56.8%	148	49.1%
Cameras (Total)	8,448	96.6%	8,848	101.2%
For 35 mm Cameras	550	97.5%	468	82.9%
Exclusive use with Digital Cameras	586	135.0%	506	116.6%
Interchangeable Lens for SLR (Total)	1,136	113.8%	974	97.6%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
551	147.7%	341	103.6%
7,892	96.6%	4,640	107.9%
8,443	98.8%	4,981	107.6%
56	48.3%	18	49.9%
243	50.7%	75	46.5%
3	75.0%	1	67.2%
302	50.4%	94	47.3%
8,745	95.6%	5,075	105.1%
564	101.6%	251	74.5%
434	179.3%	273	108.1%
998	125.2%	524	88.9%

【Export total】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	4,009	123.7%	3,991	123.2%
Cameras with Built-in Lens	55,050	103.7%	60,274	113.5%
Digital Cameras Total	59,059	104.9%	64,266	114.1%
FP	274	56.2%	237	48.7%
LS	2,885	62.9%	1,653	36.1%
Medium & Large Format	4	90.0%	4	80.3%
Silver Halide Cameras (Total)	3,163	62.3%	1,894	37.3%
Cameras (Total)	62,222	101.3%	66,160	107.8%
For 35 mm Cameras	2,797	93.7%	2,679	89.8%
Exclusive use with Digital Cameras	3,914	127.8%	4,023	131.4%
Interchangeable Lens for SLR (Total)	6,712	111.0%	6,702	110.8%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
3,240	154.0%	2,029	122.4%
53,083	108.1%	31,786	122.5%
56,323	110.0%	33,815	122.5%
487	45.9%	129	48.0%
4,586	54.7%	809	30.2%
5	76.7%	2	103.2%
5,078	53.7%	940	31.9%
61,401	101.2%	34,756	113.7%
2,984	100.2%	1,434	92.1%
3,062	197.7%	2,148	143.9%
6,046	133.5%	3,582	117.5%

Note: Figures include decimal-adjusted numbers.

【Europe】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	1,654	124.0%	1,716	128.6%
Cameras with Built-in Lens	22,851	102.4%	24,057	107.8%
Digital Cameras Total	24,505	103.6%	25,773	109.0%
FP	74	53.9%	46	33.9%
LS	628	55.5%	444	39.3%
Medium & Large Format	1	90.0%	2	118.6%
Silver Halide Cameras (Total)	703	55.4%	493	38.8%
Cameras (Total)	25,208	101.2%	26,266	105.4%
For 35 mm Cameras	897	94.1%	842	88.3%
Exclusive use with Digital Cameras	1,649	129.4%	1,795	140.9%
Interchangeable Lens for SLR (Total)	2,546	114.3%	2,637	118.4%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
1,334	163.5%	925	131.9%
22,313	106.5%	12,793	111.2%
23,647	108.7%	13,718	112.4%
137	37.4%	20	22.4%
1,130	39.2%	207	34.8%
2	75.0%	1	158.8%
1,269	39.0%	228	33.4%
24,916	99.6%	13,946	108.2%
953	88.8%	471	88.6%
1,274	210.2%	1,018	164.0%
2,227	132.6%	1,489	129.2%

【North America】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	1,581	120.3%	1,566	119.2%
Cameras with Built-in Lens	18,482	101.4%	21,155	116.1%
Digital Cameras Total	20,063	102.7%	22,720	116.3%
FP	164	57.4%	159	55.4%
LS	1,315	66.9%	729	37.1%
Medium & Large Format	1	90.0%	1	53.7%
Silver Halide Cameras (Total)	1,480	65.7%	889	39.5%
Cameras (Total)	21,543	98.9%	23,609	108.4%
For 35 mm Cameras	1,303	91.4%	1,292	90.6%
Exclusive use with Digital Cameras	1,570	124.3%	1,524	120.6%
Interchangeable Lens for SLR (Total)	2,873	106.8%	2,815	104.7%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
1,314	138.2%	765	119.3%
18,220	105.4%	10,448	131.5%
19,534	107.1%	11,213	130.6%
286	59.1%	89	64.7%
1,964	69.9%	330	30.7%
1	65.0%	0	59.6%
2,251	68.3%	419	34.6%
21,785	101.2%	11,632	118.7%
1,426	103.9%	661	97.1%
1,263	178.9%	762	127.7%
2,689	129.4%	1,423	111.3%

【Others】

Unit: thousands

Items	Forecast for 2006			
	Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	774	130.7%	710	119.9%
Cameras with Built-in Lens	13,717	109.3%	15,063	120.0%
Digital Cameras Total	14,491	110.3%	15,772	120.0%
FP	35	55.4%	32	50.4%
LS	943	63.2%	480	32.1%
Medium & Large Format	2	90.0%	1	67.7%
Silver Halide Cameras (Total)	980	62.9%	513	32.9%
Cameras (Total)	15,471	105.2%	16,285	110.8%
For 35 mm Cameras	598	98.9%	545	90.1%
Exclusive use with Digital Cameras	695	132.4%	704	134.1%
Interchangeable Lens for SLR (Total)	1,294	114.5%	1,249	110.6%

Performance in 2005		Performance from Jan. to Jul. 2006	
Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
592	175.7%	339	107.6%
12,550	115.3%	8,545	131.5%
13,142	117.1%	8,884	130.4%
64	30.5%	21	47.7%
1,492	55.3%	272	27.0%
2	90.0%	1	70.0%
1,558	53.5%	294	27.9%
14,700	104.0%	9,178	116.6%
605	113.3%	302	87.8%
525	221.5%	368	133.8%
1,130	146.6%	670	108.2%

Note: Figures include decimal-adjusted numbers.

2. Forecast of 2007-2008 shipments (Revision)

【Total shipment】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	5,255	112.4%	5,175	112.6%	5,624	107.0%	5,520	106.7%
Cameras with Built-in Lens	63,407	101.2%	70,909	103.7%	63,569	100.3%	72,264	101.9%
Digital Cameras Total	68,662	102.0%	76,084	104.3%	69,193	100.8%	77,785	102.2%
FP	194	63.2%	156	58.3%	132	68.0%	98	63.1%
LS	1,960	64.9%	1,029	58.1%	1,303	66.5%	635	61.7%
Medium & Large Format	5	85.3%	4	66.7%	4	86.8%	2	43.7%
Silver Halide Cameras (Total)	2,159	64.8%	1,188	58.2%	1,439	66.7%	735	61.9%
Cameras (Total)	70,821	100.2%	77,272	103.0%	70,632	99.7%	78,520	101.6%
For 35 mm Cameras	3,047	91.0%	2,944	93.6%	2,841	93.3%	2,768	94.0%
Exclusive use with Digital Cameras	5,310	118.0%	5,288	116.8%	5,858	110.3%	5,812	109.9%
Interchangeable Lens for SLR (Total)	8,357	106.5%	8,232	107.3%	8,699	104.1%	8,580	104.2%

【Domestic shipment】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	728	109.1%	674	111.3%	773	106.2%	717	106.4%
Cameras with Built-in Lens	7,425	97.6%	7,945	98.2%	7,273	97.9%	7,791	98.1%
Digital Cameras Total	8,154	98.5%	8,619	99.1%	8,046	98.7%	8,508	98.7%
FP	21	64.6%	18	58.9%	14	66.4%	11	64.2%
LS	81	59.0%	67	57.7%	52	64.0%	40	59.1%
Medium & Large Format	2	82.2%	1	61.3%	1	80.0%	1	57.5%
Silver Halide Cameras (Total)	104	60.4%	86	57.9%	67	64.7%	52	60.0%
Cameras (Total)	8,257	97.7%	8,705	98.4%	8,113	98.3%	8,560	98.3%
For 35 mm Cameras	516	93.8%	442	94.5%	493	95.6%	420	94.9%
Exclusive use with Digital Cameras	674	115.1%	580	114.7%	733	108.8%	630	108.5%
Interchangeable Lens for SLR (Total)	1,190	104.8%	1,023	105.2%	1,226	103.0%	1,050	102.7%

【Export total】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	4,526	112.9%	4,501	112.8%	4,850	107.2%	4,804	106.7%
Cameras with Built-in Lens	55,982	101.7%	62,964	104.5%	56,296	100.6%	64,473	102.4%
Digital Cameras Total	60,508	102.5%	67,465	105.0%	61,146	101.1%	69,277	102.7%
FP	172	63.0%	138	58.3%	118	68.2%	87	63.0%
LS	1,880	65.1%	962	58.2%	1,251	66.6%	596	61.9%
Medium & Large Format	4	86.7%	3	69.6%	3	89.7%	1	37.4%
Silver Halide Cameras (Total)	2,056	65.0%	1,102	58.2%	1,372	66.7%	684	62.0%
Cameras (Total)	62,564	100.5%	68,567	103.6%	62,518	99.9%	69,961	102.0%
For 35 mm Cameras	2,531	90.5%	2,502	93.4%	2,349	92.8%	2,348	93.9%
Exclusive use with Digital Cameras	4,635	118.4%	4,708	117.0%	5,124	110.5%	5,182	110.1%
Interchangeable Lens for SLR (Total)	7,167	106.8%	7,210	107.6%	7,473	104.3%	7,531	104.5%

Note: Figures include decimal-adjusted numbers.

【Europe】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	1,863	112.6%	1,961	114.3%	1,989	106.8%	2,087	106.4%
Cameras with Built-in Lens	22,856	100.0%	24,690	102.6%	22,686	99.3%	24,816	100.5%
Digital Cameras Total	24,719	100.9%	26,651	103.4%	24,675	99.8%	26,903	100.9%
FP	47	64.1%	29	62.8%	33	70.1%	19	65.2%
LS	393	62.6%	258	58.1%	262	66.8%	162	62.8%
Medium & Large Format	1	88.9%	1	70.3%	1	87.5%	0	31.2%
Silver Halide Cameras (Total)	442	62.8%	289	58.6%	297	67.2%	182	63.0%
Cameras (Total)	25,161	99.8%	26,940	102.6%	24,971	99.2%	27,085	100.5%
For 35 mm Cameras	816	91.0%	807	95.8%	775	95.0%	770	95.4%
Exclusive use with Digital Cameras	1,959	118.8%	2,135	119.0%	2,163	110.4%	2,321	108.7%
Interchangeable Lens for SLR (Total)	2,775	109.0%	2,942	111.8%	2,938	105.9%	3,091	105.2%

【North America】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	1,737	109.9%	1,713	109.4%	1,830	105.4%	1,807	105.5%
Cameras with Built-in Lens	18,400	99.6%	21,847	103.3%	17,982	97.7%	21,867	100.1%
Digital Cameras Total	20,137	100.4%	23,560	103.7%	19,812	98.4%	23,674	100.5%
FP	103	62.4%	92	57.9%	69	67.3%	58	63.1%
LS	868	66.0%	426	58.4%	582	67.1%	256	60.1%
Medium & Large Format	1	88.9%	0	70.8%	1	87.5%	0	49.1%
Silver Halide Cameras (Total)	972	65.7%	518	58.3%	652	67.1%	314	60.5%
Cameras (Total)	21,108	98.0%	24,078	102.0%	20,464	96.9%	23,988	99.6%
For 35 mm Cameras	1,153	88.5%	1,185	91.7%	1,029	89.2%	1,101	92.9%
Exclusive use with Digital Cameras	1,812	115.4%	1,735	113.9%	1,995	110.1%	1,908	110.0%
Interchangeable Lens for SLR (Total)	2,966	103.2%	2,920	104.0%	3,024	102.0%	3,009	103.3%

【Others】

Unit: thousands

Items	Forecast for 2007				Forecast for 2008			
	Before revision (announced in January 2006)		* Following this revision		Before revision (announced in January 2006)		* Following this revision	
	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)	Quantity	Year-on-year growth (%)
SLR with Interchangeable Lens	927	119.8%	827	116.5%	1,032	111.3%	910	110.0%
Cameras with Built-in Lens	14,725	107.4%	16,426	109.1%	15,628	106.1%	17,790	108.3%
Digital Cameras Total	15,652	108.0%	17,253	109.4%	16,660	106.4%	18,699	108.4%
FP	23	63.6%	17	53.7%	15	68.1%	10	58.5%
LS	618	65.6%	277	57.8%	407	65.8%	177	64.0%
Medium & Large Format	1	83.3%	1	67.8%	1	93.3%	0	39.8%
Silver Halide Cameras (Total)	642	65.6%	295	57.6%	423	65.9%	188	63.6%
Cameras (Total)	16,294	105.3%	17,548	107.8%	17,083	104.8%	18,887	107.6%
For 35 mm Cameras	562	93.9%	510	93.6%	545	96.9%	478	93.6%
Exclusive use with Digital Cameras	864	124.3%	837	118.9%	966	111.8%	953	113.8%
Interchangeable Lens for SLR (Total)	1,426	110.3%	1,347	108.3%	1,511	105.9%	1,431	106.5%

Note: Figures include decimal-adjusted numbers.