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CAMERA & IMAGING PRODUCTS
ASSOCIATION (CIPA)

2008-2010 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA, President: Tsuneji Uchida) has announced the outlook on the shipment forecasts by product-type concerning cameras and related goods for the term from 2008 to 2010.

1. Outlook on Shipments in 2008

1) Digital Cameras

The total shipment of digital cameras in 2007 based on volume was approximately 100.37 million units, up 27.1% from the previous year, due to high growth in shipments of cameras with built-in lens especially to North America, Asia and other regions along with shipments of digital SLR cameras with interchangeable lenses to all regions at a rate that far surpassed last year's forecasts. As a result, 2007 is the first year in which CIPA figures for shipment have broken through the 100 million unit mark.

Based on this track record of shipments, the outlook in 2008 is for continued growth at a slightly decelerating rate with sales and forecasts to reach approximately 111.95 million units, representing a year-on-year increase of 11.58 million units or 11.5%. On a breakdown by type, shipments of digital cameras with built-in lens and digital SLR cameras with interchangeable lenses are forecasted to reach approximately 102.81 million units (a year-on-year increase of 10.7%) and approximately 9.13 million units (a year-on-year increase of 22.3%) respectively.

2) Interchangeable Lenses for SLR Cameras

The total shipment of interchangeable lenses for SLR cameras in 2007 based on volume was approximately 12.51 million units, up 43.0% from the previous year, a significant increase coinciding with the strong growth in SLR cameras with interchangeable lenses.

In 2008, owing to continued vigorous growth in sales of digital SLR cameras with interchangeable lenses, growth in shipments of interchangeable lenses is expected to continue and forecast to reach approximately 14.67 million units, representing a year-on-year increase of 2.15 million units or 17.2%.

2. Outlook on Shipments for 2009 and 2010

1) Digital Cameras

The outlook on total shipment of digital cameras for the years 2009 and 2010 is for continued overall growth at a gradually declining sales growth rate. Against the backdrop of robust growth momentum in Asia and other regions, shipments are forecasted to reach approximately 120.36 million units (a year-on-year increase of 7.5%) in 2009 and approximately 126.50 million units (a year-on-year increase of 5.1%) in 2010. By type, sales of SLR cameras with interchangeable lens are forecasted to grow at a faster rate than sales of digital cameras with built-in lens.

2) Interchangeable Lenses for SLR Cameras

Total shipments of interchangeable lenses for SLR cameras are expected to grow at a rate near to that of digital SLR cameras with interchangeable lenses and forecast to reach approximately 16.30 million units (a year-on-year increase of 11.2%) in 2009 and approximately 17.43 million units (a year-on-year increase of 6.9%) in 2010.

3. Film Cameras

Shipments of film cameras have declined over the last decade in inverse proportion to the growth in digital cameras, and the total shipment of film cameras for 2007 was approximately 0.79 million units (a year-on-year decrease of 51.6%). This declining trend is expected to continue from the year 2008 on.

After the year 2007, due to the difficulty in providing forecasts of shipments of film cameras, CIPA shall compile only figures for actual shipments of film cameras.

For further information, please refer to our website or e-mail to us.

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2008-2010 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

Total Shipments

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	7,468	141.9%	9,132	122.3%	10,301	112.8%	11,212	108.8%
Cameras with Built-in Lens	92,899	126.0%	102,814	110.7%	110,061	107.0%	115,283	104.7%
Digital Cameras (Total)	100,367	127.1%	111,946	111.5%	120,362	107.5%	126,495	105.1%
Interchangeable Lenses for SLR Cameras	12,513	143.0%	14,667	117.2%	16,304	111.2%	17,433	106.9%

Shipments for Japan

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,066	148.7%	1,249	117.2%	1,389	111.2%	1,496	107.6%
Cameras with Built-in Lens	9,922	114.0%	10,246	103.3%	10,378	101.3%	10,409	100.3%
Digital Cameras (Total)	10,988	116.6%	11,495	104.6%	11,767	102.4%	11,905	101.2%
Interchangeable Lenses for SLR Cameras	1,665	154.2%	1,939	116.5%	2,132	109.9%	2,276	106.8%

Shipments for Europe

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	2,752	139.9%	3,378	122.7%	3,753	111.1%	4,035	107.5%
Cameras with Built-in Lens	29,735	118.1%	31,885	107.2%	33,339	104.6%	34,208	102.6%
Digital Cameras (Total)	32,487	119.7%	35,263	108.5%	37,092	105.2%	38,243	103.1%
Interchangeable Lenses for SLR Cameras	4,309	139.2%	5,030	116.7%	5,480	108.9%	5,766	105.2%

Shipments for North America

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	2,339	132.2%	2,714	116.0%	2,992	110.3%	3,207	107.2%
Cameras with Built-in Lens	30,400	132.1%	33,209	109.2%	35,286	106.3%	36,558	103.6%
Digital Cameras (Total)	32,739	132.1%	35,923	109.7%	38,278	106.6%	39,765	103.9%
Interchangeable Lenses for SLR Cameras	4,251	136.4%	4,757	111.9%	5,140	108.1%	5,366	104.4%

Shipments for Asia

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,183	167.6%	1,623	137.2%	1,963	120.9%	2,227	113.5%
Cameras with Built-in Lens	15,301	128.7%	18,256	119.3%	20,460	112.1%	22,314	109.1%
Digital Cameras (Total)	16,484	130.9%	19,879	120.6%	22,423	112.8%	24,541	109.4%
Interchangeable Lenses for SLR Cameras	2,028	167.1%	2,644	130.4%	3,222	121.9%	3,659	113.5%

Shipments for Other Areas

Unit in Thousand Pieces

Item	Performance in the Year 2007		Forecast for the Year 2008 - 2010					
			The Year 2008		The Year 2009		The Year 2010	
	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	128	123.1%	168	131.4%	204	121.0%	248	121.8%
Cameras with Built-in Lens	7,541	153.1%	9,217	122.2%	10,598	115.0%	11,794	111.3%
Digital Cameras (Total)	7,669	152.5%	9,385	122.4%	10,802	115.1%	12,042	111.5%
Interchangeable Lenses for SLR Cameras	260	106.6%	298	114.6%	330	110.9%	366	110.8%

Note: Figures may not add up due to rounding.