

Production,Shipment of Digital Still Camera
January in 2012

Unit Upper:PCS,Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	5,913,207	81.7	97.9	5,913,207	97.9	5,585,063	74.5	90.0	5,585,063	90.0	461,710	41.0	89.0	461,710	89.0	5,123,353	80.4	90.1	5,123,353	90.1
	67,609,576	89.7	92.1	67,609,576	92.1	75,480,069	86.8	88.1	75,480,069	88.1	7,921,768	54.5	87.2	7,921,768	87.2	67,558,301	93.3	88.2	67,558,301	88.2

By Type	Camera with Built-in Lens	4,880,894	80.4	97.8	4,880,894	97.8	4,598,169	72.2	88.4	4,598,169	88.4	358,624	37.1	85.1	358,624	85.1	4,239,545	78.4	88.6	4,239,545	88.6
		Camera with Interchangeable Lens	40,316,389	82.1	96.4	40,316,389	96.4	42,718,599	80.7	89.0	42,718,599	89.0	4,051,225	45.5	79.8	4,051,225	79.8	38,667,374	87.8	90.1	38,667,374
	1,032,313	88.5	98.3	1,032,313	98.3	986,894	87.9	98.4	986,894	98.4	103,086	64.4	105.8	103,086	105.8	883,808	91.8	97.6	883,808	97.6	
	27,293,187	103.9	86.5	27,293,187	86.5	32,761,470	96.3	86.9	32,761,470	86.9	3,870,543	68.6	96.5	3,870,543	96.5	28,890,927	101.9	85.7	28,890,927	85.7	
	856,278			856,278		798,702			798,702		59,727			59,727		738,975			738,975		
	23,293,144			23,293,144		27,108,294			27,108,294		2,282,847			2,282,847		24,825,447			24,825,447		
	176,035			176,035		188,192			188,192		43,359			43,359		144,833			144,833		
	4,000,043			4,000,043		5,653,176			5,653,176		1,587,696			1,587,696		4,065,480			4,065,480		

(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				
	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*	Jan.	3)	4)*	Jan.-Jan.	5)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	461,710	41.0	89.0	461,710	89.0	1,733,486	82.3	97.3	1,733,486	97.3	1,530,926	74.7	89.1	1,530,926	89.1	1,688,890	85.8	89.3	1,688,890	89.3	170,051	70.1	57.3	170,051	57.3
	7,921,768	54.5	87.2	7,921,768	87.2	20,520,147	98.9	86.2	20,520,147	86.2	18,336,427	76.8	95.8	18,336,427	95.8	26,879,323	104.4	87.0	26,879,323	87.0	1,822,404	89.7	65.6	1,822,404	65.6

By Type	Camera with Built-in Lens	358,624	37.1	85.1	358,624	85.1	1,429,233	81.9	100.3	1,429,233	100.3	1,314,922	73.7	85.5	1,314,922	85.5	1,333,165	80.4	86.9	1,333,165	86.9	162,225	74.1	56.6	162,225	56.6
		Camera with Interchangeable Lens	4,051,225	45.5	79.8	4,051,225	79.8	12,173,948	102.3	105.6	12,173,948	105.6	11,480,164	70.5	88.1	11,480,164	88.1	13,441,063	92.9	84.7	13,441,063	84.7	1,572,199	114.0	63.6	1,572,199
	103,086	64.4	105.8	103,086	105.8	304,253	83.9	85.3	304,253	85.3	216,004	80.8	119.6	216,004	119.6	355,725	114.9	99.4	355,725	99.4	7,826	33.3	76.0	7,826	76.0	
	3,870,543	68.6	96.5	3,870,543	96.5	8,346,199	94.3	68.0	8,346,199	68.0	6,856,263	90.3	112.4	6,856,263	112.4	13,438,260	119.2	89.4	13,438,260	89.4	250,205	38.4	81.3	250,205	81.3	
	59,727			59,727		257,178			257,178		188,322			188,322		287,957			287,957		5,518			5,518		
	2,282,847			2,282,847		7,098,001			7,098,001		6,026,287			6,026,287		11,516,902			11,516,902		184,257			184,257		
	43,359			43,359		47,075			47,075		27,682			27,682		67,768			67,768		2,308			2,308		
	1,587,696			1,587,696		1,248,198			1,248,198		829,976			829,976		1,921,358			1,921,358		65,948			65,948		

(Camera & Imaging Products Association)

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

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.