

Production, Shipment of Digital Still Camera
March, January-March 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)				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	10,923,655	123.0	97.2	25,714,654	104.3	10,861,435	128.1	95.3	24,926,659	100.6	1,006,239	119.5	116.9	2,310,183	101.2	9,855,196	129.0	93.5	22,616,476	100.5
	119,368,984	127.2	113.6	280,836,816	108.0	159,633,991	140.7	115.4	348,604,942	106.9	18,733,600	141.8	126.2	39,870,387	100.4	140,900,391	140.5	114.1	308,734,555	107.8

By Type	Camera with Built-in Lens	9,179,005	123.8	91.5	21,471,381	101.1	9,116,458	128.7	90.3	20,799,427	97.7	868,136	118.6	115.3	1,958,744	99.9	8,248,322	129.8	88.3	18,840,683	97.4
			70,589,195	122.9	94.5	168,331,335	100.8	86,788,308	132.9	93.2	194,819,210	98.6	10,701,453	123.3	102.5	23,429,378	88.2	76,086,855	134.3	92.0	171,389,832
By Type	Camera with Interchangeable Lens	1,744,650	119.0	144.4	4,243,273	123.5	1,744,977	125.1	134.2	4,127,232	118.3	138,103	125.3	128.2	351,439	109.5	1,606,874	125.0	134.8	3,775,793	119.2
		48,779,789	133.9	160.3	112,505,481	121.1	72,845,683	151.2	161.1	153,785,732	119.7	8,032,147	177.0	182.3	16,441,009	125.1	64,813,536	148.5	158.8	137,344,723	119.1
By Type	Single Lens Reflex	1,433,102	124.1		3,444,358		1,441,687	125.8		3,386,386		81,012	113.6		212,056		1,360,675	126.6		3,174,330	
		41,121,218	142.9		93,187,561		62,395,880	156.8		129,296,450		5,894,357	196.6		11,176,070		56,501,523	153.6		118,120,380	
By Type	Non-Reflex 5)*	311,548	100.1		798,915		303,290	121.6		740,846		57,091	146.6		139,383		246,199	117.0		601,463	
		7,658,571	100.0		19,317,920		10,449,803	124.6		24,489,282		2,137,790	138.9		5,264,939		8,312,013	121.4		19,224,343	

(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				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,006,239	119.5	116.9	2,310,183	101.2	3,290,454	119.3	99.4	7,781,607	109.4	3,321,538	146.9	83.1	7,113,951	86.4	2,829,785	122.9	102.8	6,820,742	110.9	413,419	130.5	86.9	900,176	89.2
	18,733,600	141.8	126.2	39,870,387	100.4	41,114,353	125.6	108.8	94,368,629	105.0	44,664,343	155.8	105.0	91,676,849	102.5	50,569,850	141.6	130.9	113,152,483	116.1	4,551,845	143.9	101.6	9,536,594	98.3

By Type	Camera with Built-in Lens	868,136	118.6	115.3	1,958,744	99.9	2,775,070	120.4	95.4	6,508,556	108.9	2,845,929	148.5	78.1	6,077,943	81.7	2,239,269	121.8	95.9	5,411,105	109.1	388,054	132.5	85.2	843,079	87.6
			10,701,453	123.3	102.5	23,429,378	88.2	22,711,940	122.4	92.0	53,433,871	105.8	26,602,739	150.7	85.8	55,731,666	88.8	23,315,582	128.9	101.0	54,842,813	110.5	3,456,594	146.9	89.6	7,381,482
By Type	Camera with Interchangeable Lens	138,103	125.3	128.2	351,439	109.5	515,384	113.7	128.0	1,273,051	111.8	475,609	138.1	135.0	1,036,008	130.5	590,516	127.4	141.5	1,409,637	118.6	25,365	106.1	126.2	57,097	121.9
		8,032,147	177.0	182.3	16,441,009	125.1	18,402,413	129.7	140.5	40,934,758	104.1	18,061,604	163.8	156.6	35,945,183	134.6	27,254,268	154.7	175.3	58,309,670	121.9	1,095,251	135.3	175.3	2,155,112	146.7
By Type	Single Lens Reflex	81,012	113.6		212,056		473,578	119.5		1,126,902		401,122	135.9		884,678		465,319	127.7		1,117,592		20,656	108.8		45,158	
		5,894,357	196.6		11,176,070		16,949,887	138.3		36,303,520		15,592,350	165.3		31,052,962		23,086,057	159.9		49,042,709		873,229	131.6		1,721,189	
By Type	Non-Reflex 5)*	57,091	146.6		139,383		41,806	73.0		146,149		74,487	151.5		151,330		125,197	126.4		292,045		4,709	95.7		11,939	
		2,137,790	138.9		5,264,939		1,452,526	75.2		4,631,238		2,469,254	155.0		4,892,221		4,168,211	131.2		9,266,961		222,022	152.1		433,923	

(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.