

Production, Shipment of Digital Still Camera
July , January - July in 2004

Unit Upper:Pcs, Lower:1,000 Yen

Item		Production					Total Shipment					Domestic Shipment					Export					
		July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	
	Less than 3MP	143,263	60.1	25.7	2,688,020	61.9	167,221	66.4	25.0	2,738,708	56.0	20,725	82.2	27.8	236,451	22.9	146,496	64.7	24.6	2,502,257	64.9	
		2,029,346	62.1	21.9	38,507,027	49.5	2,225,326	64.0	20.3	36,532,446	39.1	333,492	87.8	23.2	3,517,314	16.1	1,891,834	61.1	19.9	33,015,132	46.1	
	3-4MP	1,086,504	82.5	68.9	10,138,149	109.4	974,077	78.7	54.4	10,236,114	107.7	131,526	117.4	27.9	1,417,782	58.2	842,551	74.9	63.9	8,818,332	124.7	
		18,320,577	75.7	53.9	196,622,528	90.8	16,733,588	70.7	37.7	201,212,891	80.8	2,665,228	107.3	23.2	31,609,206	47.9	14,068,360	66.4	42.7	169,603,685	92.6	
	4-5MP	1,619,188	96.6	305.7	9,298,081	295.7	1,382,060	82.2	272.0	8,748,016	283.8	234,317	98.7	324.7	1,453,458	235.1	1,147,743	79.5	263.3	7,294,558	296.1	
		31,442,434	100.1	228.9	192,560,661	214.4	31,006,193	82.5	184.0	213,428,832	189.1	5,954,056	96.7	263.7	39,248,005	187.6	25,052,137	79.8	171.7	174,180,827	189.5	
	No less than 5MP	1,671,844	99.8	325.3	9,299,279	306.2	1,500,206	98.7	273.0	8,772,815	305.4	294,057	121.5	507.4	1,525,659	408.5	1,206,149	94.4	245.3	7,247,156	289.9	
		49,467,690	94.7	255.7	319,394,647	259.4	53,657,639	96.0	192.9	357,803,766	224.4	9,747,407	113.4	319.2	57,137,479	259.8	43,910,232	92.9	177.4	300,666,287	218.7	
	Digital Still Camera Total		4,520,799	92.1	142.2	31,423,529	158.8	4,023,564	85.8	114.4	30,495,653	149.9	680,625	110.4	100.6	4,633,350	103.9	3,342,939	82.1	117.7	25,862,303	162.8
			101,260,047	91.1	132.7	747,084,863	147.2	103,622,746	85.9	103.6	808,977,935	131.6	18,700,183	106.1	102.6	131,512,004	100.6	84,922,563	82.5	103.8	677,465,931	139.9
Optical Zooming Function	With optical zoom lenses	3,943,803	92.6	141.8	27,467,129	160.0	3,483,790	86.4	112.7	26,670,252	150.4	629,803	112.2		4,143,972		2,853,987	82.2		22,526,280		
		85,789,999	91.5	125.7	632,858,843	142.7	87,344,162	86.3	98.0	676,740,903	126.2	16,924,965	113.8		110,665,506		70,419,197	81.6		566,075,397		
	Without optical zoom lenses	420,686	90.3	114.5	2,698,515	113.9	391,985	78.0	100.4	2,637,681	113.0	32,933	116.9		302,887		359,052	75.7		2,334,794		
		5,738,030	91.7	114.2	36,788,269	96.9	5,726,428	78.0	93.9	40,271,151	97.8	589,306	115.3		5,984,302		5,137,122	75.2		34,286,849		
	single lens reflex exchangeable lenses	156,310	86.0	508.3	1,257,885	492.0	147,789	96.0	393.3	1,187,720	427.5	17,889	66.0	231.2	186,491	352.1	129,900	102.4	435.4	1,001,229	445.3	
		9,732,018	87.8	321.6	77,437,751	299.2	10,552,156	87.7	219.5	91,965,881	245.2	1,185,912	53.0	115.2	14,862,196	211.1	9,366,244	95.7	247.9	77,103,685	253.1	

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

Digital Still Camera Export by Distination
July , January - July in 2004

Unit Upper:Pcs,Lower:1,000 Yen

By Destination Item	Export																								
	Europe					N.America					Asia					Others									
	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)	July	3) (%)	4) (%)	Jan.- July.	5) (%)
Digital Still Camera Total	3,342,939	82.1	117.7	25,862,303	162.8	1,433,842	81.9	131.1	11,547,326	170.5	1,033,958	75.2	82.0	8,376,315	135.1	611,421	92.4	179.0	4,458,413	201.2	263,718	92.1	181.8	1,480,249	212.7
	84,922,563	82.5	103.8	677,465,931	139.9	33,715,521	78.1	108.6	293,088,909	144.2	26,628,793	77.2	74.4	217,761,857	116.3	18,126,292	98.4	168.6	130,784,155	178.5	6,451,957	93.5	152.4	35,831,010	175.7

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

- Note : 1) Figures by CIPA member companies' only , including their overseas production.
 2) Interchangeable lenses included standard lenses also , 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.