

Production, Shipment of Digital Still Camera
February, January-February in 2007

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	439,924	76.8	23.8	1,012,458	28.8	474,360	78.6	23.9	1,077,582	28.5	23,361	77.6	8.7	53,473	11.1	450,999	78.7	26.3	1,024,109	31.1
		3,909,091	63.5	15.1	10,063,002	19.7	5,160,135	70.2	15.9	12,508,045	19.1	345,998	146.0	6.6	582,965	6.3	4,814,137	67.7	17.6	11,925,080	21.2
	6-8MP	4,143,490	140.1	151.2	7,101,458	151.6	4,013,762	148.0	161.4	6,725,622	163.3	634,400	154.5	190.4	1,044,941	183.0	3,379,362	146.8	156.9	5,680,681	160.2
		60,111,650	134.6	115.1	104,764,908	117.8	72,274,173	134.6	129.1	125,973,257	134.5	13,130,745	145.8	154.1	22,138,637	150.5	59,143,428	132.3	124.7	103,834,620	131.5
	No less than 8MP	1,137,060	159.9	270.2	1,848,268	223.8	993,623	136.8	226.9	1,720,175	202.5	171,884	141.2	376.3	293,574	293.2	821,739	135.9	209.5	1,426,601	190.4
		31,311,034	137.3	162.2	54,123,033	145.7	39,710,265	117.1	163.5	73,621,768	153.4	5,367,464	104.2	194.5	10,516,163	176.0	34,342,801	119.4	159.5	63,105,605	150.2

Digital Still Camera Total	5,720,474	134.9	114.3	9,962,184	110.3	5,481,745	135.6	111.6	9,523,379	108.9	829,645	147.5	128.0	1,391,988	120.6	4,652,100	133.7	109.1	8,131,391	107.1
	95,331,775	129.5	97.8	168,950,943	95.4	117,144,573	123.4	103.8	212,103,070	102.4	18,844,207	130.9	114.3	33,237,765	110.8	98,300,366	122.0	102.1	178,865,305	100.9

By Model	Cameras with Built-in Lens	5,237,666	139.2	111.5	9,001,528	106.5	5,008,931	140.8	108.9	8,567,370	105.1	778,139	154.2	127.8	1,282,902	119.3	4,230,792	138.5	106.0	7,284,468	102.9
		73,662,114	137.6	93.4	127,202,804	89.3	88,471,829	133.4	98.0	154,803,252	93.8	15,878,933	146.7	117.3	26,706,292	110.4	72,592,896	130.8	94.5	128,096,960	90.9
	SLR with Interchangeable Lens	482,808	101.0	155.8	960,656	165.0	472,814	97.9	151.1	956,009	161.4	51,506	89.5	131.4	109,086	138.8	421,308	99.0	153.9	846,923	164.8
		21,669,661	107.9	116.8	41,748,139	120.8	28,672,744	100.2	127.5	57,299,818	135.8	2,965,274	83.1	100.3	6,531,473	112.4	25,707,470	102.6	131.6	50,768,345	139.6

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination
February, January-February in 2007

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)	Jan.-Feb.	5)
	(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)		(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	450,999	78.7	26.3	1,024,109	31.1	210,165	61.5	28.5	551,949	39.8	148,762	112.0	22.8	281,638	24.0	67,524	102.8	26.9	133,228	25.4	24,548	75.0	32.7	57,294	27.1
		4,814,137	67.7	17.6	11,925,080	21.2	2,309,266	56.5	21.0	6,392,997	28.2	1,445,428	90.8	14.3	3,037,958	16.4	775,334	83.4	16.1	1,704,789	15.6	284,109	56.2	19.8	789,336	18.6
	6-8MP	3,379,362	146.8	156.9	5,680,681	160.2	1,404,120	169.3	146.2	2,233,600	138.7	1,172,509	165.1	165.0	1,882,726	178.2	494,372	78.4	143.6	1,124,924	177.7	308,361	235.3	222.7	439,431	178.5
		59,143,428	132.3	124.7	103,834,620	131.5	25,028,742	160.7	125.6	40,600,116	120.0	19,793,066	144.0	122.4	33,540,631	136.2	9,508,785	72.2	109.5	22,680,291	144.3	4,812,835	218.7	180.7	7,013,582	146.8
	No less than 8MP	821,739	135.9	209.5	1,426,601	190.4	331,771	162.4	211.3	536,058	162.3	257,829	128.1	197.1	459,130	207.7	195,885	108.4	238.3	376,645	239.7	36,254	195.8	162.8	54,768	134.0
		34,342,801	119.4	159.5	63,105,605	150.2	14,629,782	138.4	165.9	25,203,911	136.3	10,933,520	115.6	142.4	20,389,363	155.8	7,667,378	96.4	188.8	15,622,362	183.9	1,112,121	143.0	114.4	1,889,969	97.4

Digital Still Camera Total	4,652,100	133.7	109.1	8,131,391	107.1	1,946,056	141.5	104.9	3,321,607	99.9	1,579,100	151.2	105.7	2,623,494	107.0	757,781	86.4	111.8	1,634,797	124.4	369,163	202.5	156.5	551,493	110.6
	98,300,366	122.0	102.1	178,865,305	100.9	41,967,790	138.8	105.6	72,197,024	96.3	32,172,014	129.7	94.8	56,967,952	101.4	17,951,497	81.4	102.3	40,007,442	113.9	6,209,065	178.2	122.4	9,692,887	88.5

By Model	Cameras with Built-in Lens	4,230,792	138.5	106.0	7,284,468	102.9	1,740,089	144.9	101.0	2,941,379	96.4	1,436,955	160.6	103.5	2,331,558	102.4	692,535	88.2	106.7	1,477,468	117.4	361,213	209.0	156.8	534,063	108.9
		72,592,896	130.8	94.5	128,096,960	90.9	29,641,634	148.1	96.7	49,662,680	87.6	23,435,505	144.9	89.1	39,610,139	90.8	13,767,919	84.2	91.1	30,128,185	99.8	5,747,838	195.0	122.1	8,695,956	84.4
	SLR with Interchangeable Lens	421,308	99.0	153.9	846,923	164.8	205,967	118.2	154.3	380,228	138.4	142,145	94.9	134.1	291,936	166.4	65,246	70.9	226.7	157,329	284.9	7,950	83.9	145.3	17,430	208.7
		25,707,470	102.6	131.6	50,768,345	139.6	12,326,156	120.7	135.4	22,534,344	123.5	8,736,509	101.3	114.6	17,357,813	138.2	4,183,578	73.5	171.4	9,879,257	200.7	461,227	86.1	126.8	996,931	154.6

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.