

Production, Shipment of Digital Still Camera
August, January–August in 2007

Unit Upper:Pcs.Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Aug.	3)	4)	Jan.–Aug.	5)	Aug.	3)	4)	Jan.–Aug.	5)	Aug.	3)	4)	Jan.–Aug.	5)	Aug.	3)	4)	Jan.–Aug.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	315,927	93.4	21.2	3,748,413	26.8	316,524	92.3	19.9	3,869,346	26.9	1,226	22.8	1.3	85,700	5.9	315,298	93.4	21.1	3,783,646	29.3
		2,282,637	91.3	12.5	31,334,221	16.4	2,532,868	82.2	11.9	38,778,839	17.4	-1,793	-3.5	-0.1	995,645	3.6	2,534,661	83.6	13.0	37,783,194	19.4
	6–8MP	4,860,491	106.2	114.8	39,281,822	148.1	4,856,569	103.3	121.2	39,012,172	153.7	350,734	73.7	61.3	4,484,171	128.6	4,505,835	106.6	131.2	34,528,001	157.8
		64,957,429	103.2	91.8	554,327,827	118.1	77,795,905	96.2	96.1	681,526,419	124.1	6,508,411	71.5	47.6	91,372,019	107.7	71,287,494	99.4	105.9	590,154,400	127.1
	No less than 8MP	3,402,509	148.6	363.3	15,742,562	290.3	3,062,652	136.8	316.0	15,078,006	269.5	512,375	147.8	328.9	2,363,969	276.7	2,550,277	134.8	313.6	12,714,037	268.1
		69,178,083	136.5	224.1	371,725,164	194.1	82,853,381	119.4	197.8	495,680,022	191.9	15,629,066	143.7	229.8	77,345,507	196.4	67,224,315	114.9	191.5	418,334,515	191.1

Digital Still Camera Total		8,578,927	119.1	128.8	58,772,797	128.0	8,235,745	113.1	125.3	57,959,524	127.8	864,335	104.4	104.8	6,933,840	119.4	7,371,410	114.2	128.3	51,025,684	129.0
		136,418,149	117.5	113.7	957,387,212	112.4	163,182,154	106.4	113.2	1,215,985,280	118.1	22,135,684	110.5	99.4	169,713,171	112.0	141,046,470	105.8	115.7	1,046,272,109	119.1

By Model	Cameras with Built-in Lens	7,949,790	120.1	129.1	54,104,098	125.7	7,627,130	113.8	125.5	53,385,167	125.6	773,020	105.8	102.3	6,295,499	116.7	6,854,110	114.8	128.8	47,089,668	126.9
		110,787,853	120.2	114.6	761,709,446	108.9	128,706,823	107.1	113.1	948,819,853	113.8	16,871,910	113.0	93.5	133,376,361	107.6	111,834,913	106.3	116.8	815,443,492	114.9
	SLR with Interchangeable Lens	629,137	107.9	125.1	4,668,699	161.7	608,615	104.7	123.1	4,574,357	159.7	91,315	94.2	132.1	638,341	155.7	517,300	106.8	121.7	3,936,016	160.4
		25,630,296	107.1	110.0	195,677,766	128.6	34,475,331	104.0	113.4	267,165,427	136.3	5,263,774	103.0	124.8	36,336,810	131.4	29,211,557	104.2	111.5	230,828,617	137.1

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

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

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)	Jan.-Aug.	5)
	(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		
By Pixel	Less than 6MP	315,298	93.4	21.1	3,783,646	29.3	105,652	59.1	19.4	1,855,545	34.3	147,284	131.2	25.7	1,307,118	27.3	51,287	145.3	24.3	475,938	24.4	11,075	99.5	6.5	145,045	18.6
		2,534,661	83.6	13.0	37,783,194	19.4	926,367	55.2	12.6	19,371,152	24.6	1,096,155	117.9	15.0	11,779,215	16.6	422,701	131.2	16.5	4,932,442	15.5	89,438	87.9	3.8	1,700,385	12.7
	6-8MP	4,505,835	106.6	131.2	34,528,001	157.8	1,549,479	98.4	133.4	12,427,525	150.0	1,801,186	116.9	151.5	12,798,451	183.3	689,127	105.4	83.4	5,907,042	124.8	466,043	101.9	180.6	3,394,983	179.5
		71,287,494	99.4	105.9	590,154,400	127.1	26,912,081	92.2	116.6	225,244,034	128.8	26,425,086	109.4	111.4	205,543,671	136.9	11,317,450	96.6	73.0	108,482,603	107.0	6,632,877	99.6	133.3	50,884,092	134.4
	No less than 8MP	2,550,277	134.8	313.6	12,714,037	268.1	933,169	129.9	272.5	4,408,838	212.8	839,229	166.9	305.2	3,975,027	268.7	662,140	123.6	384.2	3,579,977	361.5	115,739	85.5	492.2	750,195	375.3
		67,224,315	114.9	191.5	418,334,515	191.1	26,041,505	111.1	177.6	155,603,407	165.1	21,411,161	147.1	168.2	128,430,826	174.9	17,008,772	99.4	255.7	114,170,402	268.1	2,762,877	81.4	262.3	20,129,880	232.4

Digital Still Camera Total	7,371,410	114.2	128.3	51,025,684	129.0	2,588,300	104.7	126.4	18,691,908	118.6	2,787,699	129.3	136.8	18,080,596	136.5	1,402,554	114.5	115.9	9,962,957	129.8	592,857	98.2	131.5	4,290,223	149.5
	141,046,470	105.8	115.7	1,046,272,109	119.1	53,879,953	99.2	119.4	400,218,593	115.1	48,932,402	123.4	111.8	345,753,712	117.4	28,748,923	98.6	116.3	227,585,447	129.4	9,485,192	93.4	113.5	72,714,357	121.3

By Model	Cameras with Built-in Lens	6,854,110	114.8	128.8	47,089,668	126.9	2,348,346	104.8	124.9	16,912,092	115.3	2,614,594	130.1	140.8	16,751,407	136.1	1,307,559	116.4	114.4	9,215,084	126.0	583,611	97.6	132.1	4,211,085	149.5
		111,834,913	106.3	116.8	815,443,492	114.9	40,118,605	98.1	115.1	296,930,905	108.4	39,751,487	125.9	121.0	269,081,985	116.5	23,087,390	100.3	113.8	181,660,256	122.4	8,877,431	91.2	114.4	67,770,346	120.3
	SLR with Interchangeable Lens	517,300	106.8	121.7	3,936,016	160.4	239,954	104.3	142.7	1,779,816	162.9	173,105	118.3	95.8	1,329,189	140.6	94,995	93.2	140.6	747,873	206.2	9,246	151.1	104.7	79,138	149.0
		29,211,557	104.2	111.5	230,828,617	137.1	13,761,348	102.6	134.0	103,287,688	140.0	9,180,915	113.5	84.3	76,671,727	120.6	5,661,533	92.5	127.9	45,925,191	167.4	607,761	145.0	101.5	4,944,011	136.2

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.