

Production, Shipment of Digital Still Camera
April, January-April in 2008

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)					
	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	11,770,660	119.1	139.2	34,244,319	127.6	11,412,449	103.1	131.9	35,269,759	132.6	1,042,466	86.0	97.8	3,711,107	102.3	10,369,983	105.2	136.7	31,558,652	137.4	
	175,897,147	113.4	129.1	543,503,633	123.8	206,902,296	100.2	117.3	675,638,819	120.2	25,120,469	80.9	98.1	91,758,515	104.9	181,781,827	103.6	120.5	583,880,304	123.0	
Type	Camera with Built-in Lens	11,020,610	120.1	140.5	31,563,128	128.1	10,636,761	102.1	132.2	32,679,482	133.9	922,204	85.1	95.3	3,303,760	99.6	9,714,557	104.1	137.3	29,375,722	139.3
	SLR with Interchangeable Lens	142,768,644	118.3	128.6	415,597,765	120.4	164,027,067	100.2	115.4	512,402,558	117.9	18,480,428	78.9	91.1	67,249,297	96.3	145,546,639	103.8	119.5	445,153,261	122.0
Price	Less than 8MP	750,050	105.9	122.1	2,681,191	121.3	775,688	118.0	127.2	2,590,277	118.9	120,262	94.3	121.4	407,347	131.2	655,426	123.7	128.3	2,182,930	116.9
	No less than 8MP	33,128,503	96.1	131.2	127,905,868	136.2	42,875,229	100.1	125.0	163,236,261	128.0	6,640,041	87.3	125.0	24,509,218	139.1	36,235,188	102.9	125.0	138,727,043	126.3
Price	Less than 8MP	2,667,042	124.0	40.7	8,456,138	39.3	2,715,854	103.1	40.2	9,617,405	44.9	75,078	62.9	9.6	506,691	18.5	2,640,776	105.0	44.2	9,110,714	48.8
	No less than 8MP	25,754,491	118.2	28.8	88,230,922	29.8	30,076,482	96.1	26.7	116,544,354	31.7	1,504,425	68.7	9.5	8,821,370	15.6	28,572,057	98.2	29.6	107,722,984	34.6
Price	Less than 8MP	9,103,618	117.7	476.6	25,788,181	482.4	8,696,595	103.1	459.4	25,652,354	495.9	967,388	88.6	336.9	3,204,416	363.6	7,729,207	105.2	481.3	22,447,938	523.0
	No less than 8MP	150,142,656	112.6	319.8	455,272,711	318.7	176,825,814	100.9	276.8	559,094,465	288.0	23,616,044	81.8	242.6	82,937,145	269.9	153,209,770	104.7	283.0	476,157,320	291.4

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas					
	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	1,042,466	86.0	97.8	3,711,107	102.3	3,054,695	92.9	121.4	10,360,852	121.4	4,059,179	109.7	145.6	11,220,044	141.0	2,158,381	106.2	132.2	6,754,089	144.0	1,097,728	130.5	169.0	3,223,667	181.5	
	25,120,469	80.9	98.1	91,758,515	104.9	59,479,047	91.3	115.3	211,801,575	117.4	66,563,549	115.4	127.5	189,571,072	120.9	40,299,632	100.0	110.8	136,706,575	127.0	15,439,599	125.8	145.1	45,801,082	154.1	
Type	Camera with Built-in Lens	922,204	85.1	95.3	3,303,760	99.6	2,790,790	90.8	120.4	9,439,789	122.4	3,795,082	107.2	146.2	10,501,398	143.6	2,049,347	108.2	134.3	6,265,935	144.7	1,079,338	130.8	169.7	3,168,600	182.6
	SLR with Interchangeable Lens	18,480,428	78.9	91.1	67,249,297	96.3	44,566,406	88.7	110.3	152,497,236	115.1	52,514,191	111.0	126.2	145,378,368	121.6	33,961,317	108.8	113.2	104,377,073	122.1	14,504,725	127.3	147.8	42,900,584	157.0
Price	Less than 8MP	120,262	94.3	121.4	407,347	131.2	263,905	121.9	132.7	921,063	111.8	264,097	165.4	137.5	718,646	111.6	109,034	79.2	102.4	488,154	135.6	18,390	114.5	136.9	55,067	137.1
	No less than 8MP	6,640,041	87.3	125.0	24,509,218	139.1	14,912,641	100.3	133.5	59,304,339	123.6	14,049,358	135.6	132.5	44,192,704	118.4	6,338,315	69.7	99.3	32,329,502	145.8	934,874	105.5	112.9	2,900,498	120.5
Price	Less than 8MP	75,078	62.9	9.6	506,691	18.5	737,816	89.9	35.6	2,983,728	42.0	1,003,463	99.7	44.4	3,168,538	48.1	380,443	111.7	35.1	1,356,598	39.9	519,054	149.3	91.9	1,601,850	101.5
	No less than 8MP	1,504,425	68.7	9.5	8,821,370	15.6	8,561,325	80.2	24.7	39,050,816	32.5	10,545,881	96.0	30.1	35,799,341	33.9	3,909,814	109.4	20.7	15,134,382	24.4	5,555,037	144.0	68.5	17,738,445	75.1
Price	Less than 8MP	967,388	88.6	336.9	3,204,416	363.6	2,316,879	93.9	524.7	7,377,124	515.7	3,055,716	113.5	576.6	8,051,506	587.9	1,777,938	105.1	323.6	5,397,491	417.2	578,674	117.3	681.5	1,621,817	818.2
	No less than 8MP	23,616,044	81.8	242.6	82,937,145	269.9	50,917,722	93.5	301.1	172,750,759	285.9	56,017,668	120.0	325.5	153,771,731	300.6	36,389,818	99.0	208.0	121,572,193	265.8	9,884,562	117.4	391.5	28,062,637	459.9

* Due to the increase in the number of participating companies in the statistical survey from January 2008, the "comparison" is not rigorously defined, and the figures might be considered just as "reference values."

(Camera & Imaging Products Association)

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.