

Production, Shipment of Digital Still Camera
July, January-July 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)					
	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	8,485,047	87.6	117.8	62,855,406	125.2	8,174,374	83.1	112.2	63,756,731	128.2	811,292	103.8	98.0	6,084,546	100.2	7,363,082	81.3	114.0	57,672,185	132.1	
	126,763,171	85.5	109.2	973,796,731	118.6	152,768,276	83.9	99.6	1,206,352,943	114.6	19,803,194	103.1	98.8	149,159,043	101.1	132,965,082	81.7	99.8	1,057,193,900	116.8	
By Type	Camera with Built-in Lens	7,671,451	86.7	115.9	57,711,924	125.0	7,384,870	81.8	110.2	58,722,045	128.3	713,810	106.8	97.7	5,370,858	97.3	6,671,060	79.8	111.7	53,351,187	132.6
	SLR with Interchangeable Lens	94,604,974	82.2	102.6	748,013,719	114.9	110,568,301	79.9	92.0	911,003,009	111.1	13,697,943	101.6	91.8	107,568,979	92.3	96,870,358	77.6	92.1	803,434,030	114.2
Price	Less than 8MP	1,694,912	102.1	34.5	13,929,159	36.8	1,677,533	87.7	33.3	15,336,361	40.7	60,511	87.6	12.6	698,463	16.6	1,617,022	87.7	35.4	14,637,898	43.7
	No less than 8MP	16,457,039	96.3	25.2	142,206,489	27.4	19,635,978	86.5	23.4	184,272,269	28.8	1,052,417	80.0	11.5	12,291,478	14.3	18,583,561	86.9	24.9	171,980,791	31.0
Sales	Less than 8MP	6,790,135	84.6	296.6	48,926,247	396.5	6,496,841	82.0	290.2	48,420,370	403.0	750,781	105.4	216.5	5,386,083	290.9	5,746,060	79.7	303.6	43,034,287	423.4
	No less than 8MP	110,306,132	84.1	217.7	831,590,242	274.9	133,132,298	83.6	191.9	1,022,080,674	247.6	18,750,777	104.8	172.4	136,867,565	221.8	114,381,521	80.9	195.5	885,213,109	252.1

(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					
	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	811,292	103.8	98.0	6,084,546	100.2	2,826,447	84.7	114.4	19,832,154	123.2	2,181,883	75.7	101.2	19,823,988	129.6	1,367,289	75.4	111.6	11,743,433	137.2	987,463	96.7	163.5	6,272,610	169.7	
	19,803,194	103.1	98.8	149,159,043	101.1	53,776,563	85.2	99.0	395,158,963	114.1	37,390,536	76.8	94.3	335,589,862	113.1	27,626,306	75.7	94.8	237,029,584	119.2	14,171,677	98.0	139.5	89,415,491	141.4	
By Type	Camera with Built-in Lens	713,810	106.8	97.7	5,370,858	97.3	2,517,514	82.9	112.3	17,963,629	123.3	1,979,482	74.6	98.5	18,431,048	130.4	1,206,045	72.7	107.4	10,792,228	136.5	968,019	96.2	162.0	6,164,282	169.9
	SLR with Interchangeable Lens	13,697,943	101.6	91.8	107,568,979	92.3	37,795,226	80.3	92.4	285,770,193	111.3	26,821,021	73.3	85.0	255,084,206	111.2	18,973,283	69.0	82.4	178,743,768	112.7	13,280,828	97.5	136.4	83,835,863	142.4
Price	Less than 8MP	60,511	87.6	12.6	698,463	16.6	547,949	90.4	31.3	4,816,780	38.1	442,316	73.6	26.8	4,929,463	40.5	197,849	94.9	28.7	2,001,541	35.5	428,908	100.5	91.6	2,890,114	94.4
	No less than 8MP	1,052,417	80.0	11.5	12,291,478	14.3	6,422,638	82.1	20.8	61,962,391	28.6	5,078,775	76.4	20.2	55,736,466	29.4	2,260,822	92.1	18.8	22,431,804	22.1	4,821,326	108.0	71.3	31,850,130	69.4
Sales	Less than 8MP	750,781	105.4	216.5	5,386,083	290.9	2,278,498	83.5	317.2	15,015,374	432.0	1,739,567	76.3	345.9	14,894,525	475.0	1,169,440	72.9	218.2	9,741,892	333.9	558,555	94.0	412.8	3,382,496	533.1
	No less than 8MP	18,750,777	104.8	172.4	136,867,565	221.8	47,353,925	85.6	202.0	333,196,572	257.2	32,311,761	76.8	221.9	279,853,396	261.5	25,365,484	74.5	148.3	214,597,780	220.9	9,350,351	93.6	275.5	57,565,361	331.5

* 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.