

Production, Shipment of Digital Still Camera
February, January-February in 2009

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(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)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	5,106,133	137.8	71.2	8,810,892	70.0	5,339,543	136.7	77.3	9,244,432	72.3	870,591	178.2	101.9	1,359,275	93.3	4,468,952	130.8	73.8	7,885,157	69.6	
	69,605,413	135.2	58.5	121,093,792	57.0	78,932,279	132.6	57.0	138,471,141	52.8	16,965,078	174.6	80.6	26,683,753	75.0	61,967,201	124.4	52.8	111,787,388	49.3	
By Type	Camera with Built-in Lens	4,725,985	138.2	72.2	8,145,492	71.7	4,931,467	137.8	78.0	8,508,991	73.2	830,529	184.5	109.8	1,280,656	98.7	4,100,938	131.1	73.7	7,228,335	70.0
		54,577,020	137.9	62.9	94,160,213	61.9	61,863,096	144.6	62.8	104,655,357	56.6	14,938,698	205.1	97.7	22,224,036	87.7	46,924,398	132.2	56.4	82,431,321	51.7
	SLR with Interchangeable Lens	380,148	133.3	60.8	665,400	54.4	408,076	124.7	69.5	735,441	63.6	40,062	103.9	41.0	78,619	49.3	368,014	127.4	75.2	656,822	65.8
	15,028,393	126.2	46.7	26,933,579	44.7	17,069,183	101.9	42.8	33,815,784	43.6	2,026,380	83.3	35.2	4,459,717	43.5	15,042,803	105.1	44.1	29,356,067	43.6	
By Number of Pixels	Less than 10MP	1,037,555	99.5	19.4	2,080,702	21.5	1,291,218	85.9	24.3	2,794,971	27.6	120,747	97.5	23.9	244,651	25.5	1,170,471	84.8	24.4	2,550,320	27.8
		10,623,278	103.4	16.3	20,894,869	17.0	13,309,412	91.9	17.4	27,792,186	18.2	1,752,645	114.0	19.6	3,289,436	19.1	11,556,767	89.3	17.1	24,502,750	18.0
	No less than 10MP	4,068,578	152.9	222.0	6,730,190	229.7	4,048,325	168.6	253.3	6,449,461	244.2	749,844	205.6	215.2	1,114,624	223.8	3,298,481	162.0	263.9	5,334,837	248.9
	58,982,135	143.1	109.9	100,198,923	111.5	65,622,867	145.6	106.2	110,678,955	101.4	15,212,433	185.9	125.7	23,394,317	127.1	50,410,434	136.7	101.4	87,284,638	96.1	

(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					
	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)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	870,591	178.2	101.9	1,359,275	93.3	1,503,055	110.1	72.7	2,867,757	71.4	1,415,778	184.3	67.5	2,183,970	63.1	1,098,391	129.9	91.0	1,944,208	75.8	451,728	103.3	66.6	889,222	69.2	
	16,965,078	174.6	80.6	26,683,753	75.0	21,436,633	102.2	49.4	42,421,562	48.7	17,520,028	189.8	46.9	26,750,548	40.9	17,896,336	123.2	66.1	32,416,917	57.8	5,114,204	100.6	53.3	10,198,361	56.4	
By Type	Camera with Built-in Lens	830,529	184.5	109.8	1,280,656	98.7	1,318,819	111.8	70.6	2,498,565	69.9	1,348,963	178.2	69.0	2,106,112	66.5	997,547	130.7	92.9	1,760,588	75.8	435,609	101.9	65.6	863,070	68.3
		14,938,698	205.1	97.7	22,224,036	87.7	14,617,715	109.9	49.6	27,923,246	48.4	15,212,282	202.8	55.8	22,714,783	49.9	12,603,905	125.4	71.5	22,656,385	57.8	4,490,496	96.6	50.5	9,136,907	53.7
	SLR with Interchangeable Lens	40,062	103.9	41.0	78,619	49.3	184,236	99.6	92.4	369,192	83.8	66,815	605.0	46.6	77,858	26.4	100,844	121.8	75.6	183,620	76.0	16,119	160.7	119.7	26,152	126.8
	2,026,380	83.3	35.2	4,459,717	43.5	6,818,918	88.8	49.0	14,498,316	49.1	2,307,746	133.5	22.9	4,035,765	20.4	5,292,431	118.4	56.0	9,760,532	57.8	623,708	142.5	90.4	1,061,454	98.3	
By Number of Pixels	Less than 10MP	120,747	97.5	23.9	244,651	25.5	359,943	80.8	22.2	805,618	25.3	328,843	97.0	19.5	668,026	23.7	193,096	63.1	21.5	498,881	25.0	288,589	99.8	48.1	577,795	48.9
		1,752,645	114.0	19.6	3,289,436	19.1	3,715,191	88.6	15.3	7,909,311	15.9	3,110,541	107.7	14.0	5,999,561	15.4	1,922,594	61.4	14.0	5,055,308	15.8	2,808,441	102.9	37.4	5,538,570	36.5
	No less than 10MP	749,844	205.6	215.2	1,114,624	223.8	1,143,112	124.4	256.2	2,062,139	248.8	1,086,935	253.4	262.3	1,515,944	235.6	905,295	167.6	290.9	1,445,327	255.0	163,139	110.0	208.2	311,427	298.9
	15,212,433	185.9	125.7	23,394,317	127.1	17,721,442	105.5	92.6	34,512,251	92.2	14,409,487	227.2	95.4	20,750,987	78.6	15,973,742	140.3	119.4	27,361,609	113.7	2,305,763	97.9	110.5	4,659,791	160.4	

(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.