

Shipment of Photo Printers for Consumer use, under A4 size
October, January-October in 2009

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)				
	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	93,641	68.8	59.5	778,118	43.2	27,217	74.4	55.0	246,068	56.0	66,424	66.7	61.6	532,050	39.0
	877,593	71.1	60.6	6,437,000	42.0	357,331	82.0	73.6	2,279,496	55.6	520,262	65.1	54.1	4,157,504	37.0

Unit Upper: Pcs, Lower: 1,000Yen

(By Destination)

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas				
	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)	Oct.	1)	2)	Jan.-Oct.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	27,217	74.4	55.0	246,068	56.0	30,000	65.2	59.5	147,225	23.5	22,306	58.1	72.3	190,245	45.1	7,588	64.1	47.7	155,043	63.3	6,530	197.9	61.7	39,537	57.0
	357,331	82.0	73.6	2,279,496	55.6	250,097	66.4	57.0	1,253,940	25.5	152,349	53.6	60.7	1,402,750	41.3	57,726	51.9	33.9	1,247,998	55.1	60,090	227.1	58.9	252,816	38.1

See Note 1),2),3)

(Camera & Imaging Products Association)

Note : 1) Comparison over the previous month.

2) Comparison over the same month a year ago.

3) Comparison over the same period a year ago.

*Target products for research: A"Photo Printer for consumer use, under A4 size, shipped with PictBridge"