

Shipment of Photo Printers for Consumer use, under A4 size
November, January-November 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)				
	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	123,179	131.5	92.5	901,297	46.6	61,443	225.8	109.4	307,511	62.1	61,736	92.9	80.2	593,786	41.2
	1,360,707	155.0	111.4	7,797,707	47.1	861,866	241.2	153.0	3,141,362	67.3	498,841	95.9	75.8	4,656,345	39.2

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				
	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)	Nov.	1)	2)	Jan.-Nov.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	61,443	225.8	109.4	307,511	62.1	15,766	52.6	111.7	162,991	25.5	32,578	146.1	84.8	222,823	48.4	11,118	146.5	64.6	166,161	63.4	2,274	34.8	31.5	41,811	54.6
	861,866	241.2	153.0	3,141,362	67.3	142,471	57.0	104.4	1,396,411	27.7	241,886	158.8	80.7	1,644,636	44.5	92,776	160.7	59.0	1,340,774	55.3	21,708	36.1	33.5	274,524	37.7

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"