

Shipment of Photo Printers for Consumer use, under A4 size
March, January-March in 2010

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	58,490	168.9	63.4	149,519	70.3	10,274	110.9	20.1	44,318	46.2	48,216	190.0	117.0	105,201	90.1
	425,011	169.2	57.3	1,123,656	65.4	91,922	125.3	21.6	371,980	43.8	333,089	187.4	105.5	751,676	86.5

Unit Upper: Pcs, Lower: 1,000Yen

(By Destination)

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)	Mar.	1)	2)	Jan.-Mar.	3)
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	10,274	110.9	20.1	44,318	46.2	23,724	217.9	994.3	46,793	543.5	10,942	108.7	73.8	28,888	74.7	12,140	222.0	55.3	25,883	41.7	1,410	-133.8	68.4	3,637	49.1
	91,922	125.3	21.6	371,980	43.8	157,103	198.5	641.1	325,321	408.5	76,796	112.4	69.8	217,097	78.0	92,774	234.7	54.1	194,575	42.0	6,416	-69.6	66.5	14,683	30.4

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.

4) Shipment to the Americas is compared with the shipment to N.America, 2009.

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