

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

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	171,380	211.2	125.9	637,469	93.1	47,894	268.7	130.9	145,857	66.6	123,486	195.0	124.1	491,612	105.6
	1,791,762	285.6	145.1	5,289,560	95.1	1,005,073	454.6	230.7	1,844,839	96.0	786,689	193.7	98.5	3,444,721	94.7

(By Destination)

Unit Upper: Pcs, Lower: 1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3	Sep.	*1	*2	Jan.-Sep.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	47,894	268.7	130.9	145,857	66.6	37,174	140.6	80.8	192,495	164.2	51,651	366.7	134.6	140,453	83.6	31,658	148.5	267.6	147,172	99.8	3,003	201.8	91.0	11,492	34.8
	1,005,073	454.6	230.7	1,844,839	96.0	236,171	146.6	62.7	1,292,862	128.8	326,677	340.1	114.9	990,785	79.2	207,216	146.5	186.2	1,092,640	91.8	16,625	216.9	62.8	68,434	35.5

*1 Comparison over the previous month. *2 Comparison over the same month a year ago. *3 Comparison over the same period a year ago.

(Camera & Imaging Products Association)

- Note : 1) The shipment of printers without PictBridge has been included in the data in addition to the shipment of printers that supports PictBridge since April, 2010.
2) Year-over-year comparison of the shipment of April, 2010 through March, 2011 will be compared with the previous year's shipment of printers that supports PictBridge.
3) YoY of the shipment to Americas in 2010 is compared with the shipment of North America, 2009