

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

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+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	138,577	78.5	112.5	952,613	105.7	73,740	123.8	120.0	279,181	90.8	64,837	55.4	105.0	673,432	113.4
	2,347,758	108.2	172.5	9,808,061	125.8	1,918,370	138.3	222.6	5,150,506	164.0	429,388	54.8	86.1	4,657,555	100.0

(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				
	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	73,740	123.8	120.0	279,181	90.8	18,675	36.3	118.5	262,649	161.1	24,851	60.4	76.3	206,482	92.7	18,011	87.0	162.0	185,896	111.9	3,300	91.3	145.1	18,405	44.0
	1,918,370	138.3	222.6	5,150,506	164.0	120,672	33.2	84.7	1,777,113	127.3	148,213	62.1	61.3	1,377,590	83.8	137,635	89.5	148.4	1,384,000	103.2	22,868	83.0	105.3	118,852	43.3

*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