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## **PRESS RELEASE**

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Camera & Imaging Products Association (CIPA)

### **2011 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods**

The Camera & Imaging Products Association (CIPA, President: Tsuyoshi Kikukawa) has announced the outlook on the shipment forecasts by product-type concerning cameras and related goods for the 2011 term.

#### **1. Track Record of Shipments in 2010**

The total shipments of digital cameras in 2010 (the cumulative total of shipments from January to December) reached 121.5 million units, marking a new record.

CIPA began compiling records in 1999, when digital cameras were still in their infancy. Since then, digital camera shipments recorded steady growth, reaching 100 million units for the first time in 2007, but in 2009 sales slackened year on year for the first time due to the impact of the global recession.

Despite these conditions, at the beginning of the 2010 term CIPA announced a return to growth in its shipment forecast, and even that forecast was substantially surpassed as shipments exceeded 120 million units and expanded the market to an unprecedented scale.

In a breakdown by product type, shipments of digital cameras with built-in lenses (i.e., compact digital cameras) totaled 108.6 million units, a year-on-year increase of 13.2%, shipments of cameras with interchangeable lenses (including digital single-lens reflex (SLR) cameras, as well as so-called mirrorless interchangeable lens cameras and interchangeable unit cameras) reached 12.9 million units, a 30.0% increase, and shipments of lenses for interchangeable lens cameras amounted to 21.7 million, a 34.8% increase, exhibiting solid growth overall with especially conspicuous results in categories with higher added value, namely cameras and interchangeable lenses that serve as resources for business system deployment.

#### **2. Outlook on Shipments in 2011**

The forecast for total shipment (the cumulative total of shipments from January to December) of digital cameras in 2011 is 131 million units, a year-on-year increase of 7.8%.

In a breakdown of digital cameras by product type, shipments of cameras with built-in lenses and those with interchangeable lenses are forecasted to reach approximately 115.5 million (a year-on-year increase of 6.4%) and 15.5 million units (a year-on-year increase of

20.2%), respectively.

Of particular note is the expectation that the rapid growth trend will continue in the category of digital cameras with interchangeable lenses for markets outside Japan, with shipments of 13.8 million, a year-on-year increase of 21.1%, anticipated.

The total shipments of lenses for interchangeable lens digital cameras continue their marked growth in step with the expanding market for digital cameras with interchangeable lenses and the broad range of product offerings, with a forecast for 2011 of shipments of 26.4 million units, a year-on-year increase of 21.7%.

## 2011 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

Camera & Imaging Products Association (CIPA)

Millions of units

Item	Total Shipments											
					Shipments to Japan				Shipments to Countries other than Japan			
	Actual Results in 2010	Year-on-year change	Forecast for 2011	Year-on-year change	Actual Results in 2010	Year-on-year change	Forecast for 2011	Year-on-year change	Actual Results in 2010	Year-on-year change	Forecast for 2011	Year-on-year change
Digital cameras (total)	121.5	14.7%	131	7.8%	10.6	8.5%	10.7	0.9%	110.9	15.4%	120.3	8.5%
Interchangeable lens cameras	12.9	30.0%	15.5	20.2%	1.5	40.2%	1.7	13.3%	11.4	28.8%	13.8	21.1%
Built-in lens cameras	108.6	13.2%	115.5	6.4%	9.1	4.5%	9	-1.1%	99.5	14.0%	106.5	7.0%
Lenses for interchangeable lens cameras	21.7	34.8%	26.4	21.7%	2.6	44.5%	3.1	19.2%	19.1	33.6%	23.3	22.0%

Note: Figures may not add up due to rounding.

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