



Camera & Imaging Products Association
JCII BLDG. 25, ICHIBAN-CHO, CHIYODA-KU,
TOKYO, 102-0082 JAPAN
TEL. +81-3-5276-3891 FAX. +81-3-5276-3893

PRESS RELEASE

September 11, 2007
CAMERA & IMAGING PRODUCTS ASSOCIATION (CIPA)

**2007-2009 Outlook on the Shipment Forecasts by Product-Type
Concerning Cameras and Related Goods (Revision)**

The Camera & Imaging Products Association (CIPA, President: Tsuneji Uchida) reexamined and revised the outlook for the shipment forecasts by product-type concerning cameras and related goods for the term from 2007 to 2009, which was announced on January 30th, and organized its revisions as listed on the attached sheet.

1) Outlook on the Shipment of Digital Cameras

The upward momentum of the total shipment of digital cameras has continued from the second half of the previous year through the year 2007, and total shipments of digital cameras based on the volume for the first seven months of 2007 showed strong growth and a year-on-year increase of 28.2%. As for this figure's breakdown in terms of domestic and overseas shipments, the former has shown a year-on-year increase of 21.8%, and the latter has shown a year-on-year increase of 29.1%. Breaking down these figures on a type-specific basis, shipments of digital cameras with built-in lenses and digital SLR cameras with interchangeable lenses showed a year-on-year increase of 25.6% and 67.3%, respectively.

Under these circumstances, although the figure for the total shipment of digital cameras in 2007 was expected to show a year-on-year increase of 7.5% early this year, this forecast has been upwardly revised to approx. 93.62 million pieces (a year-on-year increase of 18.5%).

Likewise, the forecasts in total shipment figures for digital cameras for the years 2008 and 2009 were also each upwardly revised.

2) Outlook for Shipments of Interchangeable Lenses for SLR Cameras

Parallel with the growth shown by the shipments of digital SLR cameras with interchangeable lenses, the figure for the total shipment on a volume basis for interchangeable lenses for SLR cameras showed strong growth and a year-on-year increase of 64.9% for the first seven months of 2007.

Parallel with this growth, although the figure for the total shipment of interchangeable lenses for SLR cameras in the year 2007 was expected to show a year-on-year increase of 9.1% early this year, this forecast was upwardly revised to approximately 11.67 million pieces (a year-on-year increase of 33.4%).

Likewise, the forecasts regarding total shipment figures for interchangeable lenses for SLR cameras in 2008 and 2009 were also each upwardly revised.

For further information, please refer to our website or e-mail to us.

Camera & Imaging Products Association (CIPA)

Statistics

URL: <http://www.cipa.jp/>

Mail Address : infostat@cipa.jp

2007-2009 Outlook on Shipment Forecast by Product-Type Concerning Cameras and the Related Goods(Revision)

Total Shipment

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	5,994	113.9%	7,096	134.8%	6,528	108.9%	8,206	115.6%	6,888	105.5%	8,931	108.8%	5,264	138.9%	3,966	167.3%
Cameras with Built-in Lens	78,876	107.0%	86,521	117.4%	82,004	104.0%	92,091	106.4%	83,817	102.2%	95,014	103.2%	73,717	120.9%	45,758	125.6%
Digital Cameras (Total)	84,870	107.5%	93,617	118.5%	88,532	104.3%	100,297	107.1%	90,705	102.5%	103,945	103.6%	78,981	121.9%	49,724	128.2%
For 35 mm Cameras	3,049	92.3%	3,711	112.3%	2,796	91.7%	3,690	99.4%	2,563	91.7%	3,564	96.6%	3,304	93.1%	2,196	130.3%
Exclusive use with Digital Cameras	6,498	119.3%	7,959	146.1%	7,274	111.9%	9,429	118.5%	7,810	107.4%	10,567	112.1%	5,447	155.8%	4,573	188.9%
Interchangeable Lens for SLR (Total)	9,547	109.1%	11,670	133.4%	10,070	105.5%	13,119	112.4%	10,373	103.0%	14,131	107.7%	8,751	124.2%	6,769	164.9%

Domestic Shipment

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	789	110.1%	955	133.2%	832	105.4%	1,077	112.8%	861	103.5%	1,153	107.1%	717	130.1%	547	160.4%
Cameras with Built-in Lens	8,628	99.1%	9,671	111.1%	8,514	98.7%	9,677	100.1%	8,408	98.8%	9,550	98.7%	8,707	110.3%	5,522	119.0%
Digital Cameras (Total)	9,417	99.9%	10,626	112.8%	9,346	99.2%	10,754	101.2%	9,269	99.2%	10,703	99.5%	9,424	111.6%	6,069	121.8%
For 35 mm Cameras	427	91.8%	525	112.9%	385	90.3%	517	98.5%	351	91.2%	491	95.0%	465	82.4%	326	129.9%
Exclusive use with Digital Cameras	724	117.7%	1,001	162.8%	809	111.8%	1,161	116.0%	858	106.0%	1,259	108.4%	615	141.7%	601	220.1%
Interchangeable Lens for SLR (Total)	1,151	106.6%	1,526	141.3%	1,194	103.7%	1,678	110.0%	1,209	101.3%	1,750	104.3%	1,080	108.2%	927	176.9%

Export

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	5,205	114.5%	6,141	135.1%	5,696	109.4%	7,129	116.1%	6,027	105.8%	7,778	109.1%	4,547	140.3%	3,419	168.5%
Cameras with Built-in Lens	70,248	108.1%	76,850	118.2%	73,490	104.6%	82,414	107.2%	75,409	102.6%	85,464	103.7%	65,010	122.5%	40,236	126.6%
Digital Cameras (Total)	75,453	108.5%	82,991	119.3%	79,186	104.9%	89,543	107.9%	81,436	102.8%	93,242	104.1%	69,557	123.5%	43,655	129.1%
For 35 mm Cameras	2,622	92.4%	3,186	112.2%	2,411	92.0%	3,173	99.6%	2,212	91.7%	3,073	96.8%	2,839	95.1%	1,870	130.4%
Exclusive use with Digital Cameras	5,774	119.5%	6,958	144.0%	6,465	112.0%	8,268	118.8%	6,952	107.5%	9,308	112.6%	4,832	157.8%	3,972	184.9%
Interchangeable Lens for SLR (Total)	8,396	109.5%	10,144	132.2%	8,876	105.7%	11,441	112.8%	9,164	103.2%	12,381	108.2%	7,671	126.9%	5,842	163.1%

Europe

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	2,284	116.1%	2,671	135.8%	2,510	109.9%	3,057	114.5%	2,656	105.8%	3,278	107.2%	1,967	147.5%	1,540	166.5%
Cameras with Built-in Lens	26,315	104.5%	27,844	110.6%	27,048	102.8%	28,944	104.0%	27,509	101.7%	29,410	101.6%	25,180	112.8%	14,564	113.8%
Digital Cameras (Total)	28,599	105.3%	30,515	112.4%	29,558	103.4%	32,001	104.9%	30,165	102.1%	32,688	102.1%	27,147	114.8%	16,104	117.4%
For 35 mm Cameras	846	93.5%	958	105.9%	783	92.5%	949	99.1%	724	92.4%	894	94.2%	905	95.0%	554	117.6%
Exclusive use with Digital Cameras	2,656	121.3%	3,128	142.8%	3,001	113.0%	3,613	115.5%	3,199	106.6%	3,996	110.6%	2,190	171.9%	1,838	180.6%
Interchangeable Lens for SLR (Total)	3,502	113.2%	4,086	132.0%	3,784	108.1%	4,562	111.6%	3,923	103.7%	4,890	107.2%	3,095	139.0%	2,392	160.6%

North America

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	1,988	112.4%	2,215	125.2%	2,143	107.8%	2,516	113.6%	2,243	104.6%	2,695	107.1%	1,769	134.6%	1,156	151.1%
Cameras with Built-in Lens	24,338	105.7%	27,531	119.6%	24,929	102.4%	28,874	104.9%	25,177	101.0%	29,411	101.9%	23,016	126.3%	14,137	135.3%
Digital Cameras (Total)	26,326	106.2%	29,746	120.0%	27,072	102.8%	31,390	105.5%	27,420	101.3%	32,106	102.3%	24,785	126.9%	15,293	136.4%
For 35 mm Cameras	1,204	91.9%	1,426	108.9%	1,089	90.4%	1,390	97.5%	989	90.8%	1,345	96.8%	1,310	91.9%	845	127.8%
Exclusive use with Digital Cameras	2,123	117.4%	2,450	135.5%	2,340	110.2%	2,907	118.7%	2,510	107.3%	3,204	110.2%	1,808	143.2%	1,319	173.1%
Interchangeable Lens for SLR (Total)	3,327	106.7%	3,876	124.3%	3,429	103.1%	4,297	110.9%	3,499	102.0%	4,549	105.9%	3,118	116.0%	2,164	152.1%

Others

Unit in Thousand Pieces

Item by Type	Forecast for the Year 2007				Forecast for the Year 2008				Forecast for the Year 2009				Performance in 2006		Performance from Jan. to Jul. 2007	
	Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Before revision (announced in January 2007)		* Following this revision		Quantity	Year-on-Year	Quantity	Year-on-Year
	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year	Quantity	Year-on-Year
SLR with Interchangeable Lens	933	115.1%	1,255	154.7%	1,043	111.7%	1,556	124.0%	1,128	108.2%	1,805	116.0%	811	137.0%	723	213.3%
Cameras with Built-in Lens	19,595	116.5%	21,475	127.7%	21,513	109.8%	24,596	114.5%	22,723	105.6%	26,643	108.3%	16,814	134.0%	11,535	135.0%
Digital Cameras (Total)	20,528	116.5%	22,730	129.0%	22,556	109.9%	26,152	115.1%	23,851	105.7%	28,448	108.8%	17,625	134.1%	12,258	138.0%
For 35 mm Cameras	572	91.7%	802	128.5%	539	94.3%	834	104.0%	499	92.6%	834	100.0%	624	103.1%	471	156.0%
Exclusive use with Digital Cameras	995	119.3%	1,380	165.5%	1,124	113.0%	1,748	126.7%	1,243	110.6%	2,108	120.6%	834	158.9%	815	221.5%
Interchangeable Lens for SLR (Total)	1,567	107.5%	2,182	149.7%	1,663	106.1%	2,582	118.3%	1,742	104.8%	2,942	113.9%	1,458	129.0%	1,286	191.9%

Note: Figures include decimal-adjusted numbers.