

Production, Shipment of Digital Still Camera
January, January-January in 2011

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										Shipment to Japan				except for Shipments to Japan(Europe+Americas+Asia+Others)			
	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)			
		(%)	(%)	(%)	(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)			
Digital Still Camera Total	6,038,923	70.6	92.2	6,038,923	92.2	6,207,069	72.5	98.6	6,207,069	98.6	518,747	43.2	93.5	518,747	93.5	5,688,322	77.2	99.1	5,688,322	99.1			
	73,394,993	72.0	92.4	73,394,993	92.4	85,706,290	70.6	90.5	85,706,290	90.5	9,089,081	45.3	85.1	9,089,081	85.1	76,617,209	75.6	91.2	76,617,209	91.2			
By Type	Camera with Built-in Lens	4,989,036	69.1	85.3	4,989,036	85.3	5,204,180	71.9	92.6	5,204,180	92.6	421,267	41.6	86.0	421,267	86.0	4,782,913	76.8	93.3	4,782,913	93.3		
		41,836,599	66.4	75.5	41,836,599	75.5	47,993,037	67.0	76.5	47,993,037	76.5	5,078,892	39.7	71.1	5,078,892	71.1	42,914,145	72.9	77.1	42,914,145	77.1		
By Type	Camera with Interchangeable Lens	1,049,887	78.7	150.9	1,049,887	150.9	1,002,889	75.7	148.1	1,002,889	148.1	97,480	51.3	150.1	97,480	150.1	905,409	79.8	147.9	905,409	147.9		
		31,558,394	81.2	131.7	31,558,394	131.7	37,713,253	75.7	118.1	37,713,253	118.1	4,010,189	55.1	113.4	4,010,189	113.4	33,703,064	79.2	118.7	33,703,064	118.7		

(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					
	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	Jan.	2)	3)	Jan.	4)	
		(%)	(%)	(%)	(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	518,747	43.2	93.5	518,747	93.5	1,781,628	82.9	80.4	1,781,628	80.4	1,718,760	62.5	105.8	1,718,760	105.8	1,891,203	85.5	111.9	1,891,203	111.9	296,731	116.4	142.7	296,731	142.7	
	9,089,081	45.3	85.1	9,089,081	85.1	23,799,266	78.6	79.2	23,799,266	79.2	19,137,109	61.3	90.5	19,137,109	90.5	30,902,419	83.3	102.6	30,902,419	102.6	2,778,415	100.9	102.2	2,778,415	102.2	
By Type	Camera with Built-in Lens	421,267	41.6	86.0	421,267	86.0	1,425,066	82.0	72.0	1,425,066	72.0	1,538,162	62.1	104.6	1,538,162	104.6	1,533,255	86.2	103.3	1,533,255	103.3	286,430	122.0	148.5	286,430	148.5
		5,078,892	39.7	71.1	5,078,892	71.1	11,533,375	71.8	58.4	11,533,375	58.4	13,035,164	59.9	88.8	13,035,164	88.8	15,874,887	83.9	83.2	15,874,887	83.2	2,470,719	118.6	117.0	2,470,719	117.0
By Type	Camera with Interchangeable Lens	97,480	51.3	150.1	97,480	150.1	356,562	87.0	150.2	356,562	150.2	180,598	67.0	117.6	180,598	117.6	357,948	82.4	173.4	357,948	173.4	10,301	50.8	68.6	10,301	68.6
		4,010,189	55.1	113.4	4,010,189	113.4	12,265,891	86.3	119.2	12,265,891	119.2	6,101,945	64.5	94.4	6,101,945	94.4	15,027,532	82.6	136.2	15,027,532	136.2	307,696	46.0	50.9	307,696	50.9

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

- 2) Comparison over the previous month.
- 3) Comparison over the same month a year ago.
- 4) Comparison over the same period a year ago.