Production,Shipment of Digital Still Camera
March,January-March 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)				
		Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)	Mar.	3) (%)	4) (%)	Jan.-Mar.	5) (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)
Digital Still Camera Total		11,235,690	152.1	103.8	24,663,242	100.1	11,396,450	158.7	101.8	24,784,451	100.4	860,449	95.3	87.2	2,282,097	91.5	10,536,001	167.8	103.3	22,502,354	101.4
		105,101,283	129.1	90.3	259,926,352	92.4	138,317,803	135.4	91.9	326,159,818	93.5	14,847,689	94.1	73.8	39,716,527	81.7	123,470,114	143.0	94.7	286,443,291	95.4
By Type	Camera with Built-in Lens	10,027,258	161.4	99.8	21,227,911	94.6	10,096,388	168.4	97.2	21,295,330	94.8	752,748	95.6	88.3	1,961,109	89.5	9,343,640	179.4	98.0	19,334,221	95.4
		74,665,751	147.9	81.6	166,993,810	80.0	93,110,391	164.6	81.1	197,684,938	79.6	10,442,747	94.4	73.9	26,578,101	77.3	82,667,644	181.6	82.1	171,106,837	79.9
	Camera with Interchangeable Lens	1,208,432	102.7	154.3	3,435,331	155.1	1,300,062	109.6	161.0	3,489,121	156.2	107,701	93.0	80.5	320,988	105.3	1,192,361	111.4	176.9	3,168,133	164.2
		30,435,532	98.4	122.5	92,932,542	128.1	45,207,412	99.2	126.5	128,474,880	127.9	4,404,942	93.3	73.6	13,138,426	92.1	40,802,470	99.9	137.1	115,336,454	133.8

(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				
		Mar.	3) (%)	4) (%)	Jan.-Mar.	5) (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)	Mar.	3) (%)	4)* (%)	Jan.-Mar.	5)* (%)
Digital Still Camera Total		860,449	95.3	87.2	2,282,097	91.5	3,310,062	163.7	111.6	7,113,890	96.9	3,997,556	158.9	89.6	8,231,540	97.2	2,752,851	183.1	115.9	6,147,694	112.4	475,532	200.7	118.8	1,009,230	110.3
		14,847,689	94.1	73.8	39,716,527	81.7	37,795,098	133.8	104.3	89,838,971	94.5	42,551,627	153.3	82.8	89,439,599	88.4	38,642,328	138.4	103.3	97,463,751	105.5	4,481,061	183.5	83.5	9,700,970	83.3
By Type	Camera with Built-in Lens	752,748	95.6	88.3	1,961,109	89.5	2,907,556	177.0	105.6	5,975,216	90.4	3,645,251	161.7	85.8	7,437,609	93.5	2,335,405	214.2	109.1	4,958,999	102.5	455,428	206.5	118.6	962,397	110.7
		10,442,747	94.4	73.9	26,578,101	77.3	24,699,766	172.8	89.9	50,524,772	77.4	31,015,296	166.0	72.9	62,733,679	79.3	23,096,141	217.0	88.7	49,616,740	82.8	3,856,441	202.5	83.6	8,231,646	84.9
	Camera with Interchangeable Lens	107,701	93.0	80.5	320,988	105.3	402,506	106.0	189.8	1,138,674	154.7	352,305	135.0	167.1	793,931	153.3	417,446	101.0	177.9	1,188,695	188.7	20,104	122.4	122.6	46,833	102.1
		4,404,942	93.3	73.6	13,138,426	92.1	13,095,332	93.9	149.4	39,314,199	132.3	11,536,331	127.2	130.3	26,705,920	121.1	15,546,187	90.0	136.6	47,847,011	147.4	624,620	116.3	82.9	1,469,324	75.7

(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.