

Production, Shipment of Digital Still Camera
April, January-April 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)				
	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*					
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)					
Digital Still Camera Total	7,959,707	70.8	69.9	32,622,949	90.5	8,132,039	71.4	74.5	32,916,490	92.5	737,701	85.7	86.0	3,019,798	90.1	7,394,338	70.2	73.6	29,896,692	92.7					
	74,004,050	70.4	58.3	333,930,402	81.8	99,631,991	72.0	64.3	425,791,809	84.5	12,650,984	85.2	73.6	52,367,511	79.6	86,981,007	70.4	63.2	373,424,298	85.3					
By Type	Camera with Built-in Lens	7,196,420	71.8	69.3	28,424,331	86.6	7,333,357	72.6	74.2	28,628,687	88.5	659,693	87.6	88.8	2,620,802	89.4	6,673,664	71.4	73.0	26,007,885	88.4				
		54,293,686	72.7	57.1	221,287,496	72.9	71,715,780	77.0	64.3	269,400,718	74.8	9,804,487	93.9	82.3	36,382,588	78.6	61,911,293	74.9	62.1	233,018,130	74.3				
	Camera with Interchangeable Lens	763,287	63.2	76.1	4,198,618	130.5	798,682	61.4	77.8	4,287,803	131.5	78,008	72.4	68.0	398,996	95.1	720,674	60.4	79.1	3,888,807	136.9				
		19,710,364	64.8	61.8	112,642,906	107.9	27,916,211	61.8	64.5	156,391,091	108.8	2,846,497	64.6	54.0	15,984,923	81.8	25,069,714	61.4	65.9	140,406,168	113.0				

(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					
	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	737,701	85.7	86.0	3,019,798	90.1	2,561,717	77.4	83.8	9,675,607	93.0	2,502,545	62.6	59.7	10,734,085	84.8	2,028,120	73.7	84.9	8,175,814	104.1	301,956	63.5	73.2	1,311,186	98.7	
	12,650,984	85.2	73.6	52,367,511	79.6	30,117,828	79.7	72.1	119,956,799	87.7	26,324,468	61.9	52.0	115,764,067	76.2	27,291,699	70.6	67.9	124,755,450	94.1	3,247,012	72.5	64.7	12,947,982	77.7	
By Type	Camera with Built-in Lens	659,693	87.6	88.8	2,620,802	89.4	2,316,140	79.7	86.5	8,291,356	89.3	2,281,569	62.6	57.9	9,719,178	81.7	1,783,930	76.4	84.1	6,742,929	96.9	292,025	64.1	72.8	1,254,422	98.7
		9,804,487	93.9	82.3	36,382,588	78.6	21,725,921	88.0	77.5	72,250,693	77.4	19,540,669	63.0	48.5	82,274,348	68.9	17,716,783	76.7	66.0	67,333,523	77.6	2,927,920	75.9	64.9	11,159,566	78.5
	Camera with Interchangeable Lens	78,008	72.4	68.0	398,996	95.1	245,577	61.0	64.9	1,384,251	124.2	220,976	62.7	86.6	1,014,907	131.3	244,190	58.5	91.8	1,432,885	159.9	9,931	49.4	87.3	56,764	99.2
		2,846,497	64.6	54.0	15,984,923	81.8	8,391,907	64.1	60.9	47,706,106	109.7	6,783,799	58.8	65.4	33,489,719	103.2	9,574,916	61.6	71.6	57,421,927	125.3	319,092	51.1	62.6	1,788,416	73.0

(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.