

Production, Shipment of Digital Still Camera  
July, January-July 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)					
	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	10,107,002	97.3	115.2	62,398,218	96.2	9,867,786	98.3	114.0	62,134,968	97.1	791,359	117.5	100.3	5,054,775	89.9	9,076,427	97.0	115.3	57,080,193	97.8	
	112,167,850	101.6	110.5	644,005,275	86.9	138,465,185	100.6	118.7	810,477,682	90.7	14,464,354	115.4	100.7	89,653,179	81.8	124,000,831	99.1	121.2	720,824,503	91.9	
By Type	Camera with Built-in Lens	8,233,602	93.7	106.6	53,756,288	92.0	8,018,870	94.5	104.7	53,538,691	92.9	639,352	117.7	95.8	4,284,807	88.5	7,379,518	92.9	105.6	49,253,884	93.3
		64,910,243	92.7	92.2	418,911,792	77.9	75,531,146	90.8	94.9	505,952,986	80.2	8,521,490	114.2	90.2	59,151,330	78.9	67,009,656	88.5	95.5	446,801,656	80.4
	Camera with Interchangeable Lens	1,873,400	116.8	178.1	8,641,930	134.1	1,848,916	119.6	184.9	8,596,277	135.1	152,007	116.8	125.0	769,968	99.0	1,696,909	119.8	193.2	7,826,309	140.1
		47,257,607	117.1	151.9	225,093,483	110.9	62,934,039	115.5	169.8	304,524,696	115.8	5,942,864	117.2	120.8	30,501,849	88.2	56,991,175	115.4	177.3	274,022,847	120.0

(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					
	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	July	3)	4)*	Jan.-Jul.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	791,359	117.5	100.3	5,054,775	89.9	3,173,227	92.4	110.0	19,602,141	97.5	2,773,086	91.7	105.5	19,543,577	87.5	2,668,345	111.6	135.0	15,167,808	113.1	461,769	90.6	122.4	2,766,667	110.3	
	14,464,354	115.4	100.7	89,653,179	81.8	43,674,094	95.6	130.6	246,228,752	97.6	32,446,391	89.2	104.3	215,196,967	78.9	43,155,359	113.5	129.3	232,352,878	101.8	4,724,987	94.1	108.4	27,045,906	88.0	
By Type	Camera with Built-in Lens	639,352	117.7	95.8	4,284,807	88.5	2,527,976	87.8	99.9	16,722,332	93.5	2,397,244	89.5	98.7	17,571,690	84.6	2,024,427	106.6	120.9	12,316,944	105.2	429,871	88.2	120.9	2,642,918	110.1
		8,521,490	114.2	90.2	59,151,330	78.9	22,713,332	83.5	101.0	149,402,406	86.5	20,565,124	82.2	86.2	151,420,660	71.9	19,963,503	104.0	99.2	122,807,590	84.1	3,767,697	88.7	102.6	23,171,000	87.6
	Camera with Interchangeable Lens	152,007	116.8	125.0	769,968	99.0	645,251	116.4	182.3	2,879,809	129.6	375,842	108.1	187.8	1,971,887	126.8	643,918	130.7	212.6	2,850,864	167.5	31,898	144.5	148.3	123,749	115.0
		5,942,864	117.2	120.8	30,501,849	88.2	20,960,762	113.6	191.5	96,826,346	121.9	11,881,267	104.8	163.8	63,776,307	102.5	23,191,856	123.2	175.0	109,545,288	133.0	957,290	123.4	139.4	3,874,906	90.0

(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.