

Production, Shipment of Digital Still Camera  
August, January-August 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)					
	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	11,798,184	116.7	122.3	74,196,402	99.6	11,675,734	118.3	121.3	73,810,702	100.3	799,759	101.1	88.9	5,854,534	89.8	10,875,975	119.8	124.6	67,956,168	101.3	
	124,278,890	110.8	114.2	768,284,165	90.4	145,546,736	105.1	117.0	956,024,418	93.9	14,091,644	97.4	87.5	103,744,823	82.5	131,455,092	106.0	121.4	852,279,595	95.5	
By Type	Camera with Built-in Lens	9,885,982	120.1	113.7	63,642,270	94.8	9,877,093	123.2	114.2	63,415,784	95.7	669,400	104.7	84.2	4,954,207	87.9	9,207,693	124.8	117.2	58,461,577	96.4
		76,807,201	118.3	96.9	495,718,993	80.3	87,658,732	116.1	98.1	593,611,718	82.4	8,912,232	104.6	75.3	68,063,562	78.4	78,746,500	117.5	101.5	525,548,156	83.0
	Camera with Interchangeable Lens	1,912,202	102.1	199.5	10,554,132	142.5	1,798,641	97.3	184.0	10,394,918	141.6	130,359	85.8	124.7	900,327	102.0	1,668,282	98.3	191.1	9,494,591	147.0
		47,471,689	100.5	160.3	272,565,172	117.2	57,888,004	92.0	165.3	362,412,700	121.6	5,179,412	87.2	121.4	35,681,261	91.8	52,708,592	92.5	171.3	326,731,439	126.1

(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					
	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	799,759	101.1	88.9	5,854,534	89.8	3,520,168	110.9	130.3	23,122,309	101.4	3,439,233	124.0	109.3	22,982,810	90.2	3,507,078	131.4	138.8	18,674,886	117.2	409,496	88.7	116.0	3,176,163	111.0	
	14,091,644	97.4	87.5	103,744,823	82.5	39,755,357	91.0	126.5	285,984,109	100.8	37,843,049	116.6	105.9	253,040,016	82.0	49,908,740	115.6	134.4	282,261,618	106.3	3,947,946	83.6	99.1	30,993,852	89.2	
By Type	Camera with Built-in Lens	669,400	104.7	84.2	4,954,207	87.9	2,999,598	118.7	125.1	19,721,930	97.2	3,007,689	125.5	105.0	20,579,379	87.1	2,820,069	139.3	124.9	15,137,013	108.4	380,337	88.5	113.4	3,023,255	110.5
		8,912,232	104.6	75.3	68,063,562	78.4	23,973,354	105.5	111.9	173,375,760	89.3	25,350,543	123.3	94.8	176,771,203	74.5	26,318,537	131.8	101.2	149,126,127	86.7	3,104,066	82.4	91.5	26,275,066	88.1
	Camera with Interchangeable Lens	130,359	85.8	124.7	900,327	102.0	520,570	80.7	170.9	3,400,379	134.6	431,544	114.8	152.9	2,403,431	130.8	687,009	106.7	255.6	3,537,873	179.5	29,159	91.4	166.9	152,908	122.3
		5,179,412	87.2	121.4	35,681,261	91.8	15,782,003	75.3	157.5	112,608,349	125.9	12,492,506	105.1	138.7	76,268,813	107.1	23,590,203	101.7	211.6	133,135,491	142.4	843,880	88.2	142.6	4,718,786	96.3

(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.