

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

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Shipment to Japan					Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)				(%)	(%)			(%)	(%)	(%)	(%)	(%)		(%)	(%)			(%)
Digital Still Camera Total	12,311,386	90.7	91.6	100,076,363	99.2	12,894,126	98.2	94.6	99,837,243	99.6	836,148	87.2	97.2	7,649,059	90.7	12,057,978	99.0	94.4	92,188,184	100.4	
	116,753,989	83.4	81.0	1,024,964,920	90.4	155,020,389	95.2	90.7	1,273,902,049	94.0	15,470,042	91.9	95.9	136,051,045	84.0	139,550,347	95.6	90.2	1,137,851,004	95.3	
By Type	Camera with Built-in Lens	10,838,037	93.2	90.3	86,113,036	94.9	11,346,512	100.6	92.9	86,038,519	95.4	673,727	84.0	95.1	6,429,526	88.6	10,672,785	101.9	92.7	79,608,993	96.0
		79,394,409	87.2	77.8	666,123,421	81.2	101,910,098	100.6	86.3	796,799,764	83.2	9,120,573	84.2	94.5	88,013,462	79.7	92,789,525	102.6	85.5	708,786,302	83.6
	Camera with Interchangeable Lens	1,473,349	76.1	102.9	13,963,327	138.0	1,547,614	83.4	109.2	13,798,724	137.5	162,421	103.6	107.2	1,219,533	103.5	1,385,193	81.5	109.4	12,579,191	142.1
	37,359,580	76.4	88.9	358,841,499	114.5	53,110,291	86.2	100.6	477,102,285	119.9	6,349,469	105.7	97.9	48,037,583	93.3	46,760,822	84.1	100.9	429,064,702	123.9	

(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					
	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)			(%)
Digital Still Camera Total	836,148	87.2	97.2	7,649,059	90.7	3,828,057	104.5	89.1	30,615,157	99.5	5,618,987	113.8	94.8	33,539,059	92.3	2,076,095	71.8	108.9	23,643,439	114.8	534,839	78.7	83.2	4,390,529	106.4	
	15,470,042	91.9	95.9	136,051,045	84.0	41,257,330	96.1	80.6	370,180,074	98.1	60,340,270	114.4	92.7	366,147,569	85.5	33,032,594	75.2	104.6	359,225,680	105.7	4,920,153	77.1	70.7	42,297,681	87.3	
By Type	Camera with Built-in Lens	673,727	84.0	95.1	6,429,526	88.6	3,344,051	109.4	87.8	26,123,510	95.5	5,160,330	117.0	93.7	30,148,897	89.4	1,673,818	70.7	105.7	19,179,178	106.9	494,586	77.3	81.3	4,157,408	105.5
		9,120,573	84.2	94.5	88,013,462	79.7	26,289,481	108.6	77.0	223,871,728	86.8	46,328,940	123.5	91.9	260,624,234	78.9	16,417,642	69.9	90.4	189,024,491	86.8	3,753,462	71.7	65.0	35,265,849	85.4
	Camera with Interchangeable Lens	162,421	103.6	107.2	1,219,533	103.5	484,006	79.7	99.8	4,491,647	131.6	458,657	86.9	108.1	3,390,162	130.8	402,277	76.8	124.5	4,464,261	167.5	40,253	100.7	118.9	233,121	124.8
	6,349,469	105.7	97.9	48,037,583	93.3	14,967,849	79.9	87.8	146,308,346	122.4	14,011,330	91.9	95.5	105,523,335	108.0	16,614,952	81.2	123.8	170,201,189	139.4	1,166,691	101.8	98.5	7,031,832	98.9	

(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.