

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

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Shipment to Japan					Nov.	3)	4)*	Jan.-Nov.	5)*	
		(%)	(%)				(%)	(%)			(%)	(%)	(%)	(%)	(%)		(%)	(%)			(%)
Digital Still Camera Total	7,313,977	59.4	59.1	107,390,340	94.9	8,191,009	63.5	64.7	108,028,252	95.7	732,456	87.6	78.2	8,381,515	89.4	7,458,553	61.9	63.6	99,646,737	96.3	
	65,215,344	55.9	47.7	1,090,180,264	85.8	91,402,009	59.0	55.0	1,365,304,058	89.7	11,543,933	74.6	71.6	147,594,978	82.9	79,858,076	57.2	53.2	1,217,709,080	90.6	
By Type	Camera with Built-in Lens	6,701,579	61.8	61.7	92,814,615	91.4	7,419,143	65.4	66.7	93,457,662	92.2	642,562	95.4	79.9	7,072,088	87.7	6,776,581	63.5	65.6	86,385,574	92.6
		51,669,628	65.1	55.0	717,793,049	78.5	67,943,589	66.7	61.5	864,743,353	80.9	8,283,354	90.8	78.9	96,296,816	79.6	59,660,235	64.3	59.7	768,446,537	81.1
	Camera with Interchangeable Lens	612,398	41.6	40.3	14,575,725	125.2	771,866	49.9	50.5	14,570,590	126.0	89,894	55.3	67.5	1,309,427	99.8	681,972	49.2	48.9	13,261,163	129.4
	13,545,716	36.3	31.7	372,387,215	104.6	23,458,420	44.2	42.1	500,560,705	110.4	3,260,579	51.4	57.9	51,298,162	89.8	20,197,841	43.2	40.3	449,262,543	113.3	

(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					
	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)			(%)
Digital Still Camera Total	732,456	87.6	78.2	8,381,515	89.4	2,891,376	75.5	69.9	33,506,533	96.0	2,691,971	47.9	52.5	36,231,030	87.4	1,356,456	65.3	73.0	24,999,895	111.3	518,750	97.0	87.2	4,909,279	104.0	
	11,543,933	74.6	71.6	147,594,978	82.9	27,532,046	66.7	53.3	397,712,120	92.7	31,906,910	52.9	53.2	398,054,479	81.6	16,068,359	48.6	50.3	375,294,039	100.9	4,350,761	88.4	67.7	46,648,442	85.0	
By Type	Camera with Built-in Lens	642,562	95.4	79.9	7,072,088	87.7	2,581,689	77.2	72.4	28,705,199	92.9	2,501,522	48.5	53.6	32,650,419	85.0	1,199,559	71.7	78.5	20,378,737	104.7	493,811	99.8	87.9	4,651,219	103.3
		8,283,354	90.8	78.9	96,296,816	79.6	19,238,731	73.2	59.7	243,110,459	83.8	26,156,964	56.5	59.0	286,781,198	76.5	10,528,768	64.1	58.2	199,553,259	84.6	3,735,772	99.5	70.5	39,001,621	83.7
	Camera with Interchangeable Lens	89,894	55.3	67.5	1,309,427	99.8	309,687	64.0	54.0	4,801,334	120.5	190,449	41.5	41.3	3,580,611	117.3	156,897	39.0	47.8	4,621,158	154.3	24,939	62.0	75.9	258,060	117.5
	3,260,579	51.4	57.9	51,298,162	89.8	8,293,315	55.4	42.6	154,601,661	111.3	5,749,946	41.0	36.7	111,273,281	98.2	5,539,591	33.3	40.0	175,740,780	129.3	614,989	52.7	54.4	7,646,821	92.8	

(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.