

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

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)		
Digital Still Camera Total	7,234,417	98.9	84.5	114,624,757	94.1	7,495,998	91.5	87.5	115,524,250	95.1	1,127,452	153.9	93.8	9,508,967	89.9	6,368,546	85.4	86.5	106,015,283	95.6
	75,357,748	115.6	73.9	1,165,538,012	84.9	86,938,408	95.1	71.6	1,452,242,466	88.4	14,548,270	126.0	72.5	162,143,248	81.8	72,390,138	90.6	71.4	1,290,099,218	89.3

By Type	Camera with Built-in Lens	6,068,103	90.5	84.0	98,882,718	90.9	6,372,807	85.9	88.0	99,830,469	91.9	967,477	150.6	95.6	8,039,565	88.6	5,405,330	79.8	86.8	91,790,904	92.2
			49,093,351	95.0	77.9	766,886,400	78.5	52,930,522	77.9	73.9	917,673,875	80.5	8,903,854	107.5	69.7	105,200,670	78.7	44,026,668	73.8	74.8	812,473,205
By Type	Camera with Interchangeable Lens	1,166,314	190.5	87.4	15,742,039	121.3	1,123,191	145.5	84.8	15,693,781	121.8	159,975	178.0	84.3	1,469,402	97.9	963,216	141.2	84.9	14,224,379	124.9
		26,264,397	193.9	67.6	398,651,612	100.9	34,007,886	145.0	68.3	534,568,591	106.2	5,644,416	173.1	77.6	56,942,578	88.4	28,363,470	140.4	66.7	477,626,013	108.8

(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				
	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)		
Digital Still Camera Total	1,127,452	153.9	93.8	9,508,967	89.9	2,106,873	72.9	98.1	35,613,406	96.1	2,050,684	76.2	74.6	38,281,714	86.6	1,968,482	145.1	89.0	26,968,377	109.3	242,507	46.7	95.1	5,151,786	103.5
	14,548,270	126.0	72.5	162,143,248	81.8	20,741,592	75.3	68.5	418,453,712	91.1	23,879,680	74.8	76.5	421,934,159	81.3	25,737,794	160.2	69.4	401,031,833	98.1	2,031,072	46.7	73.8	48,679,514	84.5

By Type	Camera with Built-in Lens	967,477	150.6	95.6	8,039,565	88.6	1,744,050	67.6	100.3	30,449,249	93.3	1,783,291	71.3	72.0	34,433,710	84.2	1,658,955	138.3	93.3	22,037,692	103.7	219,034	44.4	93.3	4,870,253	102.8
			8,903,854	107.5	69.7	105,200,670	78.7	11,895,352	61.8	74.0	255,005,811	83.3	16,287,730	62.3	74.8	303,068,928	76.4	14,464,368	137.4	76.5	214,017,627	84.0	1,379,218	36.9	66.2	40,380,839
By Type	Camera with Interchangeable Lens	159,975	178.0	84.3	1,469,402	97.9	362,823	117.2	88.5	5,164,157	117.5	267,393	140.4	99.2	3,848,004	115.8	309,527	197.3	71.2	4,930,685	143.8	23,473	94.1	115.7	281,533	117.4
		5,644,416	173.1	77.6	56,942,578	88.4	8,846,240	106.7	62.2	163,447,901	106.7	7,591,950	132.0	80.2	118,865,231	96.8	11,273,426	203.5	62.0	187,014,206	121.3	651,854	106.0	97.5	8,298,675	93.2

(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.