

Production, Shipment of Digital Still Camera
April, January-April in 2012

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	9,664,160	88.5	121.4	35,378,814	108.4	9,524,258	87.7	117.1	34,450,917	104.7	705,906	70.2	95.7	3,016,089	99.9	8,818,352	89.5	119.3	31,434,828	105.1
	101,601,595	85.1	137.3	382,438,411	114.5	135,919,062	85.1	136.4	484,524,004	113.8	12,446,712	66.4	98.4	52,317,099	99.9	123,472,350	87.6	142.0	432,206,905	115.7

By Type	Camera with Built-in Lens	8,241,699	89.8	114.5	29,713,080	104.5	8,060,555	88.4	109.9	28,859,982	100.8	587,635	67.7	89.1	2,546,379	97.2	7,472,920	90.6	112.0	26,313,603	101.2
		62,271,128	88.2	114.7	230,602,463	104.2	77,019,348	88.7	107.4	271,838,558	100.9	7,406,835	69.2	75.5	30,836,213	84.8	69,612,513	91.5	112.4	241,002,345	103.4
By Type	Camera with Interchangeable Lens	1,422,461	81.5	186.4	5,665,734	134.9	1,463,703	83.9	183.3	5,590,935	130.4	118,271	85.6	151.6	469,710	117.7	1,345,432	83.7	186.7	5,121,225	131.7
		39,330,467	80.6	199.5	151,835,948	134.8	58,899,714	80.9	211.0	212,685,446	136.0	5,039,877	62.7	177.1	21,480,886	134.4	53,859,837	83.1	214.8	191,204,560	136.2
By Type	Single Lens Reflex	1,146,579	80.0		4,590,937		1,196,243	83.0		4,582,629		61,566	76.0		273,622		1,134,677	83.4		4,309,007	
		32,636,226	79.4		125,823,787		49,858,242	79.9		179,154,692		3,045,791	51.7		14,221,861		46,812,451	82.9		164,932,831	
By Type	Non-Reflex 5)*	275,882	88.6		1,074,797		267,460	88.2		1,008,306		56,705	99.3		196,088		210,755	85.6		812,218	
		6,694,241	87.4		26,012,161		9,041,472	86.5		33,530,754		1,994,086	93.3		7,259,025		7,047,386	84.8		26,271,729	

(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				
	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	705,906	70.2	95.7	3,016,089	99.9	2,882,904	87.6	112.5	10,664,511	110.2	2,692,211	81.1	107.6	9,806,162	91.4	2,812,370	99.4	138.7	9,633,112	117.8	430,867	104.2	142.7	1,331,043	101.5
	12,446,712	66.4	98.4	52,317,099	99.9	38,371,364	93.3	127.4	132,739,993	110.7	35,605,241	79.7	135.3	127,282,090	109.9	44,827,817	88.6	164.3	157,980,300	126.6	4,667,928	102.6	143.8	14,204,522	109.7

By Type	Camera with Built-in Lens	587,635	67.7	89.1	2,546,379	97.2	2,392,288	86.2	103.3	8,900,844	107.4	2,346,240	82.4	102.8	8,424,183	86.7	2,325,479	103.8	130.4	7,736,584	114.7	408,913	105.4	140.0	1,251,992	99.8
		7,406,835	69.2	75.5	30,836,213	84.8	21,324,025	93.9	98.2	74,757,896	103.5	22,108,280	83.1	113.1	77,839,946	94.6	22,686,568	97.3	128.1	77,529,381	115.1	3,493,640	101.1	119.3	10,875,122	97.5
By Type	Camera with Interchangeable Lens	118,271	85.6	151.6	469,710	117.7	490,616	95.2	199.8	1,763,667	127.4	345,971	72.7	156.6	1,381,979	136.2	486,891	82.5	199.4	1,896,528	132.4	21,954	86.6	221.1	79,051	139.3
		5,039,877	62.7	177.1	21,480,886	134.4	17,047,339	92.6	203.1	57,982,097	121.5	13,496,961	74.7	199.0	49,442,144	147.6	22,141,249	81.2	231.2	80,450,919	140.1	1,174,288	107.2	368.0	3,329,400	186.2
By Type	Single Lens Reflex	61,566	76.0		273,622		424,563	89.7		1,551,465		299,071	74.6		1,183,749		394,023	84.7		1,511,615		17,020	82.4		62,178	
		3,045,791	51.7		14,221,861		14,984,938	88.4		51,288,458		11,879,454	76.2		42,932,416		18,972,917	82.2		68,015,626		975,142	111.7		2,696,331	
By Type	Non-Reflex 5)*	56,705	99.3		196,088		66,053	158.0		212,202		46,900	63.0		198,230		92,868	74.2		384,913		4,934	104.8		16,873	
		1,994,086	93.3		7,259,025		2,062,401	142.0		6,693,639		1,617,507	65.5		6,509,728		3,168,332	76.0		12,435,293		199,146	89.7		633,069	

(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.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.