

Production, Shipment of Digital Still Camera
May, January-May 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)				
	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	9,278,740	96.0	100.0	44,657,554	106.6	8,953,789	94.0	96.1	43,404,706	102.8	632,935	89.7	111.0	3,649,024	101.6	8,320,854	94.4	95.1	39,755,682	102.9
	104,700,244	103.0	119.6	487,138,655	115.6	129,777,853	95.5	119.5	614,301,857	115.0	12,029,662	96.6	116.9	64,346,761	102.7	117,748,191	95.4	119.8	549,955,096	116.6

By Type	Camera with Built-in Lens	7,501,073	91.0	90.2	37,214,153	101.3	7,235,323	89.8	86.1	36,095,305	97.5	496,481	84.5	103.1	3,042,860	98.1	6,738,842	90.2	85.1	33,052,445	97.4
		56,198,410	90.2	89.6	286,800,873	101.0	64,577,527	83.8	82.9	336,416,085	96.9	5,681,460	76.7	83.7	36,517,673	84.6	58,896,067	84.6	82.8	299,898,412	98.6
Camera with Interchangeable Lens	1,777,667	125.0	183.9	7,443,401	144.1	1,718,466	117.4	188.2	7,309,401	140.5	136,454	115.4	153.5	606,164	124.2	1,582,012	117.6	191.9	6,703,237	142.2	
	48,501,834	123.3	195.4	200,337,782	145.7	65,200,326	110.7	212.1	277,885,772	148.5	6,348,202	126.0	181.2	27,829,088	142.8	58,852,124	109.3	216.1	250,056,684	149.2	
Single Lens Reflex	1,437,802	125.4		6,028,739		1,407,752	117.7		5,990,381		90,424	146.9		364,046		1,317,328	116.1		5,626,335		
	40,285,152	123.4		166,108,939		55,837,764	112.0		234,992,456		4,643,763	152.5		18,865,624		51,194,001	109.4		216,126,832		
Non-Reflex 5)*	339,865	123.2		1,414,662		310,714	116.2		1,319,020		46,030	81.2		242,118		264,684	125.6		1,076,902		
	8,216,682	122.7		34,228,843		9,362,562	103.6		42,893,316		1,704,439	85.5		8,963,464		7,658,123	108.7		33,929,852		

(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				
	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*	May.	2)*	3)*	Jan.-May.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	632,935	89.7	111.0	3,649,024	101.6	3,278,077	113.7	98.8	13,942,588	107.3	2,681,670	99.6	89.1	12,487,832	90.9	1,998,049	71.0	103.4	11,631,161	115.1	363,058	84.3	75.0	1,694,101	94.4
	12,029,662	96.6	116.9	64,346,761	102.7	42,029,722	109.5	113.8	174,769,715	111.4	35,136,864	98.7	114.7	162,418,954	110.9	37,340,316	83.3	141.3	195,320,616	129.2	3,241,289	69.4	74.5	17,445,811	100.9

By Type	Camera with Built-in Lens	496,481	84.5	103.1	3,042,860	98.1	2,662,380	111.3	88.1	11,563,224	102.2	2,241,955	95.6	80.7	10,666,138	85.4	1,484,436	63.8	90.0	9,221,020	109.9	350,071	85.6	74.3	1,602,063	92.9
		5,681,460	76.7	83.7	36,517,673	84.6	22,144,064	103.8	81.3	96,901,960	97.4	19,121,545	86.5	81.2	96,961,491	91.6	14,839,266	65.4	91.0	92,368,647	110.4	2,791,192	79.9	69.8	13,666,314	90.2
Camera with Interchangeable Lens	136,454	115.4	153.5	606,164	124.2	615,697	125.5	207.9	2,379,364	141.6	439,715	127.1	188.2	1,821,694	145.9	513,613	105.5	182.4	2,410,141	140.6	12,987	59.2	99.8	92,038	131.9	
	6,348,202	126.0	181.2	27,829,088	142.8	19,885,658	116.6	205.0	77,867,755	135.6	16,015,319	118.7	226.6	65,457,463	161.4	22,501,050	101.6	222.6	102,951,969	152.5	450,097	38.3	127.4	3,779,497	176.5	
Single Lens Reflex	90,424	146.9		364,046		525,411	123.8		2,076,876		384,121	128.4		1,567,870		400,605	101.7		1,912,220		7,191	42.3		69,369		
	4,643,763	152.5		18,865,624		17,426,234	116.3		68,714,692		14,333,499	120.7		57,265,915		19,194,957	101.2		87,210,583		239,311	24.5		2,935,642		
Non-Reflex 5)*	46,030	81.2		242,118		90,286	136.7		302,488		55,594	118.5		253,824		113,008	121.7		497,921		5,796	117.5		22,669		
	1,704,439	85.5		8,963,464		2,459,424	119.3		9,153,063		1,681,820	104.0		8,191,548		3,306,093	104.3		15,741,386		210,786	105.8		843,855		

(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.