

Production,Shipment of Digital Still Camera
June,January-June 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)				
	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*					
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)					
Digital Still Camera Total	9,075,005	97.8	87.4	53,732,559	102.8	8,511,557	95.1	84.8	51,916,263	99.3	669,646	105.8	99.4	4,318,670	101.3	7,841,911	94.2	83.8	47,597,593	99.2					
	111,728,831	106.7	101.2	598,867,486	112.6	136,001,594	104.8	98.8	750,303,451	111.7	12,766,771	106.1	101.9	77,113,532	102.6	123,234,823	104.7	98.5	673,189,919	112.8					

By Type	Camera with Built-in Lens	6,999,058	93.3	79.7	44,213,211	97.1	6,545,118	90.5	77.1	42,640,423	93.7	501,457	101.0	92.3	3,544,317	97.2	6,043,661	89.7	76.1	39,096,106	93.4
		53,129,698	94.5	75.9	339,930,571	96.0	58,461,556	90.5	70.3	394,877,641	91.7	6,050,715	106.5	81.1	42,568,388	84.1	52,410,841	89.0	69.3	352,309,253	92.8
By Type	Camera with Interchangeable Lens	2,075,947	116.8	129.5	9,519,348	140.6	1,966,439	114.4	127.2	9,275,840	137.5	168,189	123.3	129.3	774,353	125.3	1,798,250	113.7	127.0	8,501,487	138.7
		58,599,133	120.8	145.1	258,936,915	145.6	77,540,038	118.9	142.4	355,425,810	147.1	6,716,056	105.8	132.5	34,545,144	140.7	70,823,982	120.3	143.4	320,880,666	147.8
By Type	Single Lens Reflex	1,777,424	123.6		7,806,163		1,661,830	118.0		7,652,211		107,810	119.2		471,856		1,554,020	118.0		7,180,355	
		51,452,390	127.7		217,561,329		68,977,566	123.5		303,970,022		4,914,798	105.8		23,780,422		64,062,768	125.1		280,189,600	
By Type	Non-Reflex 5)*	298,523	87.8		1,713,185		304,609	98.0		1,623,629		60,379	131.2		302,497		244,230	92.3		1,321,132	
		7,146,743	87.0		41,375,586		8,562,472	91.5		51,455,788		1,801,258	105.7		10,764,722		6,761,214	88.3		40,691,066	

(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				
	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*	Jun.	2)*	3)*	Jan.-Jun.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	669,646	105.8	99.4	4,318,670	101.3	3,148,398	96.0	91.7	17,090,986	104.0	2,364,006	88.2	78.1	14,851,838	88.6	1,950,014	97.6	81.5	13,581,175	108.7	379,493	104.5	74.5	2,073,594	90.0
	12,766,771	106.1	101.9	77,113,532	102.6	42,419,425	100.9	92.9	217,189,140	107.2	33,780,813	96.1	92.9	196,199,767	107.4	43,519,011	116.5	114.5	238,839,627	126.2	3,515,574	108.5	70.0	20,961,385	93.9

By Type	Camera with Built-in Lens	501,457	101.0	92.3	3,544,317	97.2	2,442,031	91.7	84.8	14,005,255	98.7	1,935,272	86.3	72.3	12,601,410	83.0	1,311,418	88.3	69.0	10,532,438	102.3	354,940	101.4	72.8	1,957,003	88.4
		6,050,715	106.5	81.1	42,568,388	84.1	19,541,096	88.2	71.8	116,443,056	91.9	16,319,991	85.3	65.2	113,281,482	86.6	14,045,686	94.7	73.2	106,414,333	103.5	2,504,068	89.7	59.0	16,170,382	83.3
By Type	Camera with Interchangeable Lens	168,189	123.3	129.3	774,353	125.3	706,367	114.7	127.5	3,085,731	138.1	428,734	97.5	123.4	2,250,428	141.0	638,596	124.3	129.7	3,048,737	138.1	24,553	189.1	111.2	116,591	126.9
		6,716,056	105.8	132.5	34,545,144	140.7	22,878,329	115.0	123.9	100,746,084	132.8	17,460,822	109.0	154.0	82,918,285	159.8	29,473,325	131.0	156.6	132,425,294	153.4	1,011,506	224.7	130.4	4,791,003	164.2
By Type	Single Lens Reflex	107,810	119.2		471,856		638,664	121.6		2,715,540		366,255	95.3		1,934,125		531,896	132.8		2,444,116		17,205	239.3		86,574	
		4,914,798	105.8		23,780,422		21,035,792	120.7		89,750,484		15,660,098	109.3		72,926,013		26,635,237	138.8		113,845,820		731,641	305.7		3,667,283	
By Type	Non-Reflex 5)*	60,379	131.2		302,497		67,703	75.0		370,191		62,479	112.4		316,303		106,700	94.4		604,621		7,348	126.8		30,017	
		1,801,258	105.7		10,764,722		1,842,537	74.9		10,995,600		1,800,724	107.1		9,992,272		2,838,088	85.8		18,579,474		279,865	132.8		1,123,720	

(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.