

Production,Shipment of Digital Still Camera
July,January-July 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)				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	7,962,740	87.7	78.8	61,695,299	98.9	7,702,496	90.5	78.1	59,618,759	96.0	759,942	113.5	96.0	5,078,612	100.5	6,942,554	88.5	76.5	54,540,147	95.6
	101,622,834	91.0	90.6	700,490,320	108.8	126,848,193	93.3	91.6	877,151,644	108.2	13,590,829	106.5	94.0	90,704,361	101.2	113,257,364	91.9	91.3	786,447,283	109.1

By Type	Camera with Built-in Lens	5,982,896	85.5	72.7	50,196,107	93.4	5,773,283	88.2	72.0	48,413,706	90.4	609,130	121.5	95.3	4,153,447	96.9	5,164,153	85.4	70.0	44,260,259	89.9
		45,586,218	85.8	70.2	385,516,789	92.0	51,137,383	87.5	67.7	446,015,024	88.2	7,161,861	118.4	84.0	49,730,249	84.1	43,975,522	83.9	65.6	396,284,775	88.7
Camera with Interchangeable Lens	1,979,844	95.4	105.7	11,499,192	133.1	1,929,213	98.1	104.3	11,205,053	130.3	150,812	89.7	99.2	925,165	120.2	1,778,401	98.9	104.8	10,279,888	131.4	
	56,036,616	95.6	118.6	314,973,531	139.9	75,710,810	97.6	120.3	431,136,620	141.6	6,428,968	95.7	108.2	40,974,112	134.3	69,281,842	97.8	121.6	390,162,508	142.4	
Single Lens Reflex	1,636,480	92.1		9,442,643		1,613,878	97.1		9,266,089		96,944	89.9		568,800		1,516,934	97.6		8,697,289		
	48,039,185	93.4		265,600,514		66,644,201	96.6		370,614,223		4,686,505	95.4		28,466,927		61,957,696	96.7		342,147,296		
Non-Reflex 5)*	343,364	115.0		2,056,549		315,335	103.5		1,938,964		53,868	89.2		356,365		261,467	107.1		1,582,599		
	7,997,431	111.9		49,373,017		9,066,609	105.9		60,522,397		1,742,463	96.7		12,507,185		7,324,146	108.3		48,015,212		

(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				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	759,942	113.5	96.0	5,078,612	100.5	2,937,985	93.3	92.6	20,028,971	102.2	1,864,201	78.9	67.2	16,716,039	85.5	1,872,532	96.0	70.2	15,453,707	101.9	267,836	70.6	58.0	2,341,430	84.6
	13,590,829	106.5	94.0	90,704,361	101.2	41,750,840	98.4	95.6	258,939,980	105.2	27,858,858	82.5	85.9	224,058,625	104.1	40,280,766	92.6	93.3	279,120,393	120.1	3,366,900	95.8	71.3	24,328,285	90.0

By Type	Camera with Built-in Lens	609,130	121.5	95.3	4,153,447	96.9	2,156,927	88.3	85.3	16,162,182	96.7	1,503,407	77.7	62.7	14,104,817	80.3	1,269,553	96.8	62.7	11,801,991	95.8	234,266	66.0	54.5	2,191,269	82.9
		7,161,861	118.4	84.0	49,730,249	84.1	16,228,120	83.0	71.4	132,671,176	88.8	12,680,881	77.7	61.7	125,962,363	83.2	13,053,271	92.9	65.4	119,467,604	97.3	2,013,250	80.4	53.4	18,183,632	78.5
Camera with Interchangeable Lens	150,812	89.7	99.2	925,165	120.2	781,058	110.6	121.0	3,866,789	134.3	360,794	84.2	96.0	2,611,222	132.4	602,979	94.4	93.6	3,651,716	128.1	33,570	136.7	105.2	150,161	121.3	
	6,428,968	95.7	108.2	40,974,112	134.3	25,522,720	111.6	121.8	126,268,804	130.4	15,177,977	86.9	127.7	98,096,262	153.8	27,227,495	92.4	117.4	159,652,789	145.7	1,353,650	133.8	141.4	6,144,653	158.6	
Single Lens Reflex	96,944	89.9		568,800		715,242	112.0		3,430,782		306,036	83.6		2,240,161		468,566	88.1		2,912,682		27,090	157.5		113,664		
	4,686,505	95.4		28,466,927		23,743,365	112.9		113,493,849		13,647,445	87.1		86,573,458		23,442,753	88.0		137,288,573		1,124,133	153.6		4,791,416		
Non-Reflex 5)*	53,868	89.2		356,365		65,816	97.2		436,007		54,758	87.6		371,061		134,413	126.0		739,034		6,480	88.2		36,497		
	1,742,463	96.7		12,507,185		1,779,355	96.6		12,774,955		1,530,532	85.0		11,522,804		3,784,742	133.4		22,364,216		229,517	82.0		1,353,237		

(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.