

Production, Shipment of Digital Still Camera  
September, January-September 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)					
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	7,430,637	84.7	54.8	77,901,394	88.8	7,582,969	86.9	57.7	75,924,903	87.3	824,067	115.2	86.0	6,617,849	97.1	6,758,902	84.4	55.5	69,307,054	86.5	
	97,136,277	91.9	69.4	903,268,174	99.5	124,435,378	96.5	76.4	1,130,495,270	101.0	15,165,227	117.0	90.1	118,835,262	98.6	109,270,151	94.2	74.8	1,011,660,008	101.3	
By Type	Camera with Built-in Lens	5,669,676	83.3	48.7	62,669,968	83.3	5,863,804	84.5	52.0	61,214,766	82.0	656,831	114.0	81.9	5,386,400	93.6	5,206,973	81.9	49.7	55,828,366	81.0
		47,272,138	93.2	51.9	483,536,449	82.4	57,018,113	95.2	56.3	562,906,548	81.0	8,396,416	115.4	77.5	65,401,008	82.9	48,621,697	92.4	53.8	497,505,540	80.8
	Camera with Interchangeable Lens	1,760,961	89.3	91.0	15,231,426	121.9	1,719,165	96.3	92.6	14,710,137	120.1	167,236	120.3	106.7	1,231,449	116.5	1,551,929	94.2	91.3	13,478,688	120.4
		49,864,139	90.8	101.9	419,731,725	130.6	67,417,265	97.7	109.5	567,588,722	133.9	6,768,811	118.9	112.7	53,434,254	128.2	60,648,454	95.7	109.1	514,154,468	134.5
	Single Lens Reflex	1,501,924	93.7		12,546,822		1,447,840	96.8		12,209,589		85,580	97.8		741,905		1,362,260	96.7		11,467,684	
	43,688,335	92.7		356,404,156		59,618,331	97.9		491,126,331		4,151,242	101.0		36,729,395		55,467,089	97.7		454,396,936		
Non-Reflex 5)*	259,037	70.2		2,684,604		271,325	93.5		2,500,548		81,656	158.5		489,544		189,669	79.4		2,011,004		
	6,175,804	79.4		63,327,569		7,798,934	95.8		76,462,391		2,617,569	165.7		16,704,859		5,181,365	79.0		59,757,532		

(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					
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	824,067	115.2	86.0	6,617,849	97.1	2,415,336	95.0	65.9	24,987,956	93.3	2,386,237	79.9	48.3	22,087,523	79.1	1,720,392	76.6	59.5	19,418,667	90.0	236,937	101.0	34.9	2,812,908	73.0	
	15,165,227	117.0	90.1	118,835,262	98.6	37,297,277	109.0	86.9	330,464,959	100.5	32,226,678	87.1	61.1	293,301,040	95.9	37,316,176	88.6	84.9	358,570,955	109.9	2,430,020	94.7	38.1	29,323,054	78.5	
By Type	Camera with Built-in Lens	656,831	114.0	81.9	5,386,400	93.6	1,755,342	92.4	57.4	19,816,804	87.0	2,022,407	78.0	45.9	18,721,156	74.9	1,216,455	73.1	51.4	14,681,963	83.9	212,769	104.1	33.3	2,608,443	71.2
		8,396,416	115.4	77.5	65,401,008	82.9	15,598,479	111.4	64.4	162,268,980	82.1	18,452,125	87.6	49.2	165,472,482	77.2	12,885,031	81.1	54.9	148,240,656	85.9	1,686,062	102.0	32.2	21,523,422	68.3
	Camera with Interchangeable Lens	167,236	120.3	106.7	1,231,449	116.5	659,994	102.4	108.7	5,171,152	129.0	363,830	93.0	68.9	3,366,367	114.8	503,937	86.7	96.2	4,736,704	116.6	24,168	80.2	60.5	204,465	106.0
		6,768,811	118.9	112.7	53,434,254	128.2	21,698,798	107.3	115.8	168,195,979	128.1	13,774,553	86.3	90.4	127,828,558	139.7	24,431,145	93.1	119.5	210,330,299	136.9	743,958	81.7	64.9	7,799,632	133.0
	Single Lens Reflex	85,580	97.8		741,905		593,599	103.4		4,598,310		324,758	91.5		2,919,846		424,528	93.4		3,791,690		19,375	78.1		157,838	
	4,151,242	101.0		36,729,395		19,891,912	108.0		151,798,500		12,691,937	85.4		114,122,882		22,358,595	98.0		182,470,872		524,645	76.2		6,004,682		
Non-Reflex 5)*	81,656	158.5		489,544		66,395	94.3		572,842		39,072	107.4		446,521		79,409	62.7		945,014		4,793	89.8		46,627		
	2,617,569	165.7		16,704,859		1,806,886	99.5		16,397,479		1,082,616	98.4		13,705,676		2,072,550	60.6		27,859,427		219,313	98.6		1,794,950		

(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.