

Production,Shipment of Digital Still Camera
July,January-July in 2013

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 | 5,055,467 | 116.0 | 63.5 | 34,613,312 | 56.1 | 5,260,126 | 120.1 | 68.3 | 35,002,961 | 58.7 | 639,385 | 112.5 | 84.1 | 4,338,303 | 85.4 | 4,620,741 | 121.2 | 66.6 | 30,664,658 | 56.2 |
| | 77,595,524 | 123.4 | 76.4 | 455,414,927 | 65.0 | 99,249,220 | 114.8 | 78.2 | 619,821,658 | 70.7 | 13,456,333 | 113.3 | 99.0 | 85,214,475 | 93.9 | 85,792,887 | 115.1 | 75.8 | 534,607,183 | 68.0 |

| By Type | Camera with Built-in Lens | 3,576,688 | 118.0 | 59.8 | 25,940,186 | 51.7 | 3,750,743 | 126.0 | 65.0 | 25,907,954 | 53.5 | 437,804 | 108.4 | 71.9 | 3,135,335 | 75.5 | 3,312,939 | 128.7 | 64.2 | 22,772,619 | 51.5 |
|----------------------------------|---------------------------|------------|-------|-------------|-------------|------------|------------|-------|-------------|-------------|-----------|-----------|-------|------------|------------|------------|------------|-------|-------------|-------------|------|
| | | 35,340,812 | 124.1 | 77.5 | 220,998,201 | 57.3 | 41,951,840 | 127.1 | 82.0 | 268,411,062 | 60.2 | 5,708,647 | 114.9 | 79.7 | 38,192,242 | 76.8 | 36,243,193 | 129.3 | 82.4 | 230,218,820 | 58.1 |
| Camera with Interchangeable Lens | 1,478,779 | 111.4 | 74.7 | 8,673,126 | 75.4 | 1,509,383 | 107.6 | 78.2 | 9,095,007 | 81.2 | 201,581 | 122.9 | 133.7 | 1,202,968 | 130.0 | 1,307,802 | 105.6 | 73.5 | 7,892,039 | 76.8 | |
| | 42,254,712 | 122.7 | 75.4 | 234,416,726 | 74.4 | 57,297,380 | 107.2 | 75.7 | 351,410,596 | 81.5 | 7,747,686 | 112.1 | 120.5 | 47,022,233 | 114.8 | 49,549,694 | 106.5 | 71.5 | 304,388,363 | 78.0 | |
| Single Lens Reflex | 1,273,355 | 115.2 | 77.8 | 7,258,652 | 76.9 | 1,271,941 | 108.5 | 78.8 | 7,534,943 | 81.3 | 122,655 | 119.3 | 126.5 | 770,604 | 135.5 | 1,149,286 | 107.5 | 75.8 | 6,764,339 | 77.8 | |
| | 37,124,177 | 127.4 | 77.3 | 200,937,771 | 75.7 | 49,502,426 | 108.2 | 74.3 | 300,221,496 | 81.0 | 5,310,612 | 112.4 | 113.3 | 32,895,277 | 115.6 | 44,191,814 | 107.7 | 71.3 | 267,326,219 | 78.1 | |
| Non-Reflex 5)* | 205,424 | 92.8 | 59.8 | 1,414,474 | 68.8 | 237,442 | 103.0 | 75.3 | 1,560,064 | 80.5 | 78,926 | 128.8 | 146.5 | 432,364 | 121.3 | 158,516 | 93.6 | 60.6 | 1,127,700 | 71.3 | |
| | 5,130,535 | 96.7 | 64.2 | 33,478,955 | 67.8 | 7,794,954 | 101.4 | 86.0 | 51,189,100 | 84.6 | 2,437,074 | 111.6 | 139.9 | 14,126,956 | 113.0 | 5,357,880 | 97.4 | 73.2 | 37,062,144 | 77.2 | |

(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 | 639,385 | 112.5 | 84.1 | 4,338,303 | 85.4 | 1,901,147 | 113.3 | 64.7 | 11,214,439 | 56.0 | 1,379,382 | 141.4 | 74.0 | 9,993,092 | 59.8 | 1,203,675 | 117.6 | 64.3 | 8,447,852 | 54.7 | 136,537 | 101.0 | 51.0 | 1,009,275 | 43.1 |
| | 13,456,333 | 113.3 | 99.0 | 85,214,475 | 93.9 | 31,689,444 | 109.7 | 75.9 | 181,959,841 | 70.3 | 22,854,880 | 128.6 | 82.0 | 155,193,162 | 69.3 | 29,226,555 | 111.1 | 72.6 | 185,753,764 | 66.5 | 2,022,008 | 126.7 | 60.1 | 11,700,416 | 48.1 |

| By Type | Camera with Built-in Lens | 437,804 | 108.4 | 71.9 | 3,135,335 | 75.5 | 1,407,683 | 121.8 | 65.3 | 8,224,225 | 50.9 | 1,029,047 | 145.3 | 68.4 | 7,961,090 | 56.4 | 761,548 | 128.5 | 60.0 | 5,688,175 | 48.2 | 114,661 | 97.9 | 48.9 | 899,129 | 41.0 |
|----------------------------------|---------------------------|-----------|-------|------------|------------|------------|------------|-------|-------------|------------|------------|------------|-------|------------|------------|------------|-----------|-------|-------------|------------|---------|-----------|-------|-----------|-----------|------|
| | | 5,708,647 | 114.9 | 79.7 | 38,192,242 | 76.8 | 14,506,210 | 114.1 | 89.4 | 81,746,436 | 61.6 | 10,783,432 | 152.9 | 85.0 | 80,563,358 | 64.0 | 9,792,218 | 137.6 | 75.0 | 59,944,796 | 50.2 | 1,161,333 | 100.8 | 57.7 | 7,964,230 | 43.8 |
| Camera with Interchangeable Lens | 201,581 | 122.9 | 133.7 | 1,202,968 | 130.0 | 493,464 | 94.5 | 63.2 | 2,990,214 | 77.3 | 350,335 | 130.9 | 97.1 | 2,032,002 | 77.8 | 442,127 | 102.6 | 73.3 | 2,759,677 | 75.6 | 21,876 | 121.2 | 65.2 | 110,146 | 73.4 | |
| | 7,747,686 | 112.1 | 120.5 | 47,022,233 | 114.8 | 17,183,234 | 106.3 | 67.3 | 100,213,405 | 79.4 | 12,071,448 | 112.6 | 79.5 | 74,629,804 | 76.1 | 19,434,337 | 101.3 | 71.4 | 125,808,968 | 78.8 | 860,675 | 193.8 | 63.6 | 3,736,186 | 60.8 | |
| Single Lens Reflex | 122,655 | 119.3 | 126.5 | 770,604 | 135.5 | 451,342 | 95.9 | 63.1 | 2,707,894 | 78.9 | 335,744 | 130.5 | 109.7 | 1,849,945 | 82.6 | 345,017 | 105.7 | 73.6 | 2,117,777 | 72.7 | 17,183 | 113.8 | 63.4 | 88,723 | 78.1 | |
| | 5,310,612 | 112.4 | 113.3 | 32,895,277 | 115.6 | 15,647,563 | 108.2 | 65.9 | 90,506,996 | 79.7 | 11,480,378 | 111.6 | 84.1 | 68,542,717 | 79.2 | 16,375,562 | 102.7 | 69.9 | 105,313,175 | 76.7 | 688,311 | 206.9 | 61.2 | 2,963,331 | 61.8 | |
| Non-Reflex 5)* | 78,926 | 128.8 | 146.5 | 432,364 | 121.3 | 42,122 | 81.5 | 64.0 | 282,320 | 64.8 | 14,591 | 142.6 | 26.6 | 182,057 | 49.1 | 97,110 | 93.0 | 72.2 | 641,900 | 86.9 | 4,693 | 159.0 | 72.4 | 21,423 | 58.7 | |
| | 2,437,074 | 111.6 | 139.9 | 14,126,956 | 113.0 | 1,535,671 | 89.9 | 86.3 | 9,706,409 | 76.0 | 591,070 | 135.3 | 38.6 | 6,087,087 | 52.8 | 3,058,775 | 94.3 | 80.8 | 20,495,793 | 91.6 | 172,364 | 154.8 | 75.1 | 772,855 | 57.1 | |

(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.