

Production, Shipment of Digital Still Camera
March , January - March in 2004

Unit Upper:Pcs,Lower:1,000 Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)
By Pixel	Less than 2MP	24,694	346.3	68.0	40,164	23.0	28,975	533.0	38.6	41,523	17.0	-1,127	-29.2	-4.2	4,095	4.5	30,102	1,907.6	62.3	37,428	24.5
		580,943	525.2	125.0	810,743	26.2	585,349	873.4	43.7	735,865	15.7	-90,160	-173.3	-21.3	-6,769	-0.4	675,509	4,505.5	73.8	742,634	23.3
	2-3MP	570,495	103.2	124.7	1,519,121	77.2	576,936	102.1	89.9	1,508,422	69.6	38,650	89.9	20.9	102,452	18.2	538,286	103.1	117.8	1,405,970	87.6
		7,643,646	91.7	97.3	22,459,723	60.7	7,892,622	108.2	58.0	20,153,436	44.5	543,144	84.8	13.2	1,578,167	12.2	7,349,478	110.4	77.4	18,575,269	57.3
	3-4MP	1,827,528	131.1	107.8	4,645,175	147.3	2,059,448	139.2	122.2	4,872,474	161.5	331,261	139.5	60.6	749,961	85.6	1,728,187	139.2	151.8	4,122,513	192.6
		34,661,784	110.8	87.8	97,791,587	129.0	41,704,814	138.0	91.4	100,060,982	120.3	7,975,455	154.8	49.1	17,143,985	68.1	33,729,359	134.5	114.8	82,916,997	143.0
4-5MP	1,346,286	148.5	308.3	3,073,690	255.1	1,344,699	146.7	311.4	3,097,815	256.3	362,400	271.6	308.9	648,884	236.6	982,299	125.4	312.3	2,448,931	262.1	
	30,218,782	149.4	235.1	69,590,481	183.0	36,428,344	153.3	223.1	83,610,257	175.6	10,700,132	304.5	261.8	18,411,871	190.7	25,728,212	127.1	210.2	65,198,386	171.7	
No less than 5MP	1,260,307	125.1	446.5	3,122,918	423.1	1,301,174	140.3	448.2	3,019,470	423.9	255,323	165.6	506.3	508,272	454.3	1,045,851	135.2	436.0	2,511,198	418.2	
	49,951,734	122.3	387.6	123,899,563	354.4	60,866,637	138.8	337.3	139,627,802	307.2	10,516,500	161.9	316.9	21,260,588	276.4	50,350,137	134.7	341.9	118,367,214	313.4	
Digital Still Camera Total		5,029,310	130.0	173.0	12,401,068	171.3	5,311,232	136.4	170.0	12,539,704	170.6	986,507	172.5	106.5	2,013,664	105.1	4,324,725	130.2	196.7	10,526,040	193.7
		123,056,889	122.1	167.4	314,552,097	166.6	147,477,766	140.2	155.3	344,188,342	152.1	29,645,071	187.0	105.2	58,387,842	102.6	117,832,695	131.9	176.5	285,800,500	168.8
Optical Zooming Function	With optical zoom lenses	4,484,602	132.4	168.9	10,974,749	178.2	4,772,921	139.9	168.4	11,140,885	177.1	894,567	181.9		1,780,428		3,878,354	132.9		9,360,457	
		104,050,376	121.9	156.2	269,188,531	166.6	125,115,536	144.3	147.1	290,220,582	148.9	25,133,037	195.8		48,807,673		99,982,499	135.4		241,412,909	
	Without optical zoom lenses	325,136	104.3	146.4	927,230	93.2	329,674	102.8	129.3	920,908	94.3	47,311	80.4		154,847		282,363	107.9		766,061	
		4,614,857	97.3	125.5	13,635,468	78.8	5,583,087	97.5	119.3	15,802,973	84.4	949,882	77.3		3,240,134		4,633,205	103.0		12,562,839	
single lens reflex exchangeable lenses	219,572	129.1	707.4	499,089	595.9	208,637	128.0	581.8	477,911	585.4	44,629	207.7	487.0	78,389	426.2	164,008	115.8	614.4	399,522	631.7	
	14,391,656	134.7	444.8	31,728,098	317.1	16,779,143	131.2	320.1	38,164,787	301.8	3,562,152	199.0	296.6	6,340,035	237.4	13,216,991	120.1	327.1	31,824,752	319.1	

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

Digital Still Camera Export by Distination
March , January - March in 2004

Unit Upper:Pcs,Lower:1,000 Yen

By Destination Item	Export																								
	Europe					N.America					Asia					Others									
	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)	March	3) (%)	4) (%)	Jan.- Mar.	5) (%)
Digital Still Camera Total	4,324,725	130.2	196.7	10,526,040	193.7	1,758,397	112.7	175.1	4,774,418	192.0	1,649,139	155.7	200.7	3,385,939	173.3	719,252	124.4	236.8	1,903,568	234.1	197,937	159.3	286.9	462,115	258.0
	117,832,695	131.9	176.5	285,800,500	168.8	47,392,340	113.2	156.7	128,417,055	166.7	42,531,295	157.9	174.9	87,737,346	146.9	22,703,390	131.0	220.6	57,454,231	209.7	5,205,670	161.6	274.3	12,191,868	237.4

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

- Note : 1) Figures by CIPA member companies' only , including their overseas production.
 2) Interchangeable lenses included standard lenses also , excepting lenses used only for APS Camera and Digital Camera.
 3) Comparison over the previous month.
 4) Comparison over the same month a year ago.
 5) Comparison over the same period a year ago.