

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

Unit Upper: Pcs, Lower: 1,000 Yen

| Item                                   |                             | Production  |             |             |             |             | Total Shipment |             |             |             |               | Domestic Shipment |            |            |             |             | Export      |             |             |             |             |       |
|--|-----------------------------|-------------|-------------|-------------|-------------|-------------|----------------|-------------|-------------|-------------|---------------|-------------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|
|  |                             | September   | 3)          | 4)          | Jan.- Sep.  | 5)          | September      | 3)          | 4)          | Jan.- Sep.  | 5)            | September         | 3)         | 4)         | Jan.- Sep.  | 5)          | September   | 3)          | 4)          | Jan.- Sep.  | 5)          |       |
|  |                             |             | (%)         | (%)         |             | (%)         |                | (%)         | (%)         |             | (%)           |                   | (%)        | (%)        |             | (%)         |             | (%)         | (%)         |             | (%)         |       |
|  | Less than 3MP               | 173,138     | 135.3       | 21.4        | 2,989,109   | 52.1        | 250,512        | 152.8       | 29.0        | 3,153,126   | 49.7          | 8,776             | 105.5      | 8.3        | 253,547     | 20.8        | 241,736     | 155.4       | 32.0        | 2,899,579   | 56.6        |       |
|  |                             | 2,369,896   | 135.7       | 19.7        | 42,623,604  | 43.1        | 3,014,951      | 149.6       | 22.3        | 41,562,194  | 35.6          | 162,713           | 97.3       | 7.9        | 3,847,296   | 15.1        | 2,852,238   | 154.4       | 24.9        | 37,714,898  | 41.3        |       |
|  | 3-4MP                       | 1,148,685   | 108.8       | 50.7        | 12,342,301  | 93.0        | 1,447,065      | 131.6       | 66.4        | 12,782,612  | 94.8          | 115,737           | 77.4       | 30.8       | 1,683,040   | 53.1        | 1,331,328   | 140.2       | 73.8        | 11,099,572  | 107.6       |       |
|  |                             | 17,151,102  | 103.5       | 35.3        | 230,341,808 | 76.1        | 23,571,048     | 134.8       | 47.6        | 242,268,979 | 70.7          | 2,518,938         | 86.2       | 26.3       | 37,049,417  | 43.6        | 21,052,110  | 144.6       | 52.7        | 205,219,562 | 79.7        |       |
|  | 4-5MP                       | 1,968,596   | 135.2       | 227.7       | 12,722,629  | 281.2       | 2,153,321      | 154.1       | 253.7       | 12,298,761  | 277.4         | 257,350           | 112.4      | 173.1      | 1,939,839   | 225.0       | 1,895,971   | 162.3       | 270.8       | 10,358,922  | 290.0       |       |
|  |                             | 40,820,295  | 146.4       | 194.3       | 261,266,347 | 210.8       | 47,324,550     | 155.8       | 197.4       | 291,125,944 | 190.5         | 6,374,734         | 118.7      | 158.4      | 50,995,314  | 182.4       | 40,949,816  | 163.8       | 205.3       | 240,130,630 | 192.3       |       |
|  | No less than 5MP            | 2,719,049   | 139.7       | 336.2       | 13,964,176  | 319.0       | 2,891,556      | 179.4       | 348.7       | 13,275,739  | 319.2         | 468,679           | 145.7      | 366.7      | 2,316,019   | 415.3       | 2,422,877   | 187.9       | 345.4       | 10,959,720  | 304.3       |       |
|  |                             | 77,349,183  | 138.1       | 230.1       | 452,770,423 | 255.0       | 98,431,001     | 169.7       | 238.1       | 514,251,727 | 229.9         | 15,679,312        | 138.8      | 230.8      | 84,109,616  | 266.2       | 82,751,689  | 177.1       | 239.6       | 430,142,111 | 223.9       |       |
|  | Digital Still Camera Total  |             | 6,009,468   | 131.1       | 126.5       | 42,018,215  | 150.5          | 6,742,454   | 157.8       | 142.8       | 41,510,238    | 146.1             | 850,542    | 120.0      | 112.1       | 6,192,445   | 106.6       | 5,891,912   | 165.3       | 148.7       | 35,317,793  | 156.2 |
|  |                             |             | 137,690,476 | 134.7       | 119.5       | 987,002,182 | 140.4          | 172,341,550 | 159.7       | 134.3       | 1,089,208,844 | 130.3             | 24,735,697 | 125.2      | 110.1       | 176,001,643 | 103.5       | 147,605,853 | 167.5       | 139.4       | 913,207,201 | 137.2 |
| Optical Zooming Function               | With optical zoom lenses    | 5,436,131   | 133.1       | 131.5       | 36,987,825  | 151.9       | 6,132,333      | 162.2       | 151.2       | 36,583,242  | 147.4         | 786,759           | 123.1      |            | 5,569,804   |             | 5,345,574   | 170.2       |             | 31,013,438  |             |       |
|  |                             | 119,466,686 | 137.1       | 121.3       | 839,432,179 | 136.6       | 150,139,363    | 165.8       | 141.4       | 917,455,170 | 126.3         | 21,603,611        | 128.8      |            | 149,039,595 |             | 128,535,752 | 174.2       |             | 768,415,575 |             |       |
|  | Without optical zoom lenses | 340,702     | 107.7       | 75.8        | 3,355,514   | 108.6       | 373,429        | 118.4       | 78.8        | 3,326,524   | 107.2         | 29,836            | 75.4       |            | 372,311     |             | 343,593     | 124.6       |             | 2,954,213   |             |       |
|  |                             | 4,201,986   | 107.9       | 64.9        | 44,885,833  | 93.0        | 4,930,966      | 114.7       | 66.1        | 49,500,479  | 93.0          | 538,962           | 75.5       |            | 7,236,982   |             | 4,392,004   | 122.5       |             | 42,263,497  |             |       |
| single lens reflex exchangeable lenses | 232,635                     | 126.2       | 139.5       | 1,674,876   | 354.4       | 236,692     | 134.4          | 123.1       | 1,600,472   | 318.5       | 33,947        | 113.6             | 93.7       | 250,330    | 262.6       | 202,745     | 138.7       | 129.9       | 1,350,142   | 331.6       |             |       |
|  | 14,021,804                  | 124.9       | 137.1       | 102,684,170 | 254.1       | 17,271,221  | 132.7          | 117.6       | 122,253,195 | 216.7       | 2,593,124     | 114.2             | 85.0       | 19,725,066 | 180.7       | 14,678,097  | 136.6       | 126.1       | 102,528,129 | 225.4       |             |       |

See Note 3),4),5)

Source : Camera & Imaging Products Association (CIPA)

Digital Still Camera Export by Destination  
September , January - September in 2004

Unit Upper:Pcs,Lower:1,000 Yen

| By Destination<br>Item     | Export      |           |           |             |           |            |           |           |             |           |            |           |           |             |           |            |           |           |             |           | Others    |           |           |            |           |
|----------------------------|-------------|-----------|-----------|-------------|-----------|------------|-----------|-----------|-------------|-----------|------------|-----------|-----------|-------------|-----------|------------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|------------|-----------|
|                            | Europe      |           |           |             |           | N.America  |           |           |             |           | Asia       |           |           |             |           | Others     |           |           |             |           |           |           |           |            |           |
|                            | September   | 3)<br>(%) | 4)<br>(%) | Jan.- Sep.  | 5)<br>(%) | September  | 3)<br>(%) | 4)<br>(%) | Jan.- Sep.  | 5)<br>(%) | September  | 3)<br>(%) | 4)<br>(%) | Jan.- Sep.  | 5)<br>(%) | September  | 3)<br>(%) | 4)<br>(%) | Jan.- Sep.  | 5)<br>(%) | September | 3)<br>(%) | 4)<br>(%) | Jan.- Sep. | 5)<br>(%) |
| Digital Still Camera Total | 5,891,912   | 165.3     | 148.7     | 35,317,793  | 156.2     | 2,419,097  | 173.0     | 139.3     | 15,364,577  | 161.2     | 2,233,160  | 162.5     | 145.9     | 11,984,101  | 135.2     | 861,787    | 144.6     | 168.8     | 5,916,042   | 184.7     | 377,868   | 193.8     | 203.7     | 2,053,073  | 203.5     |
|                            | 147,605,853 | 167.5     | 139.4     | 913,207,201 | 137.2     | 59,019,821 | 175.3     | 131.9     | 385,781,875 | 140.4     | 52,072,461 | 158.5     | 130.5     | 302,680,827 | 117.7     | 27,596,071 | 162.1     | 169.2     | 175,405,144 | 166.5     | 8,917,500 | 194.2     | 181.7     | 49,339,355 | 172.0     |

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.