

Production, Shipment of Digital Still Camera  
March, January–March in 2006

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Mar.	3)	4)	Jan.–Mar.	5)	Mar.	3)	4)	Jan.–Mar.	5)	Mar.	3)	4)	Jan.–Mar.	5)	Mar.	3)	4)	Jan.–Mar.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	2,220,626	120.3	54.0	5,742,043	54.4	2,240,661	112.8	52.1	6,018,966	56.5	258,709	96.0	39.6	741,341	49.0	1,981,952	115.4	54.4	5,277,625	57.7
		29,702,125	114.8	42.7	80,666,360	42.5	34,416,665	105.7	40.4	99,994,036	46.3	4,993,368	95.8	31.2	14,312,958	38.1	29,423,297	107.6	42.6	85,681,078	48.0
	6–8MP	3,800,326	138.7		8,484,217		3,770,345	151.6		7,887,851		569,757	171.0		1,140,831		3,200,588	148.6		6,747,020	
		67,562,433	129.3		156,520,987		83,226,751	148.7		176,887,965		13,777,124	161.7		28,483,307		69,449,627	146.4		148,404,658	
	No less than 8MP	753,934	179.2		1,579,699		697,422	159.3		1,546,813		112,791	246.9		212,925		584,631	149.0		1,333,888	
		26,907,274	139.4		64,058,848		32,584,969	134.1		80,579,236		5,062,687	183.5		11,036,164		27,522,282	127.8		69,543,072	
Digital Still Camera Total		6,774,886	135.3	127.6	15,805,959	121.4	6,708,428	136.6	121.5	15,453,630	118.4	941,257	145.2	112.8	2,095,097	114.0	5,767,171	135.3	123.1	13,358,533	119.1
		124,171,832	127.4	115.7	301,246,195	107.4	150,228,385	133.2	113.0	357,461,237	111.9	23,833,179	144.5	101.2	53,832,429	102.3	126,395,206	131.2	115.5	303,628,808	113.8
By Model	Cameras with Built-in Lens	6,440,279	137.1	128.2	14,889,206	122.1	6,392,233	139.0	121.8	14,545,073	118.3	894,272	146.8	114.8	1,969,528	115.1	5,497,961	137.8	123.0	12,575,545	118.8
		105,166,275	133.3	116.8	247,668,009	107.8	128,064,970	141.8	114.3	293,111,991	111.2	20,692,343	152.9	106.2	44,882,550	104.0	107,372,627	139.8	116.0	248,229,441	112.6
	SLR with Interchangeable Lens	334,607	108.0	117.2	916,753	111.2	316,195	101.1	116.2	908,557	119.4	46,985	119.9	84.5	125,569	99.3	269,210	98.4	124.3	782,988	123.4
		19,005,557	102.5	109.5	53,578,186	105.7	22,163,415	98.6	105.9	64,349,246	115.2	3,140,836	106.2	77.0	8,949,879	94.4	19,022,579	97.4	112.9	55,399,367	119.5

See Note 3),4),5)

Source : Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination  
March,January-March in 2006

Unit Upper:Pcs,Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)	Jan.-Mar.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	1,981,952	115.4	54.4	5,277,625	57.7	771,555	104.5	51.5	2,156,998	55.1	776,796	119.0	58.8	1,951,408	68.5	321,206	127.9	55.6	845,271	50.9	112,395	149.6	45.5	323,948	45.2
		29,423,297	107.6	42.6	85,681,078	48.0	10,773,751	97.9	38.6	33,412,815	45.7	10,955,259	108.7	47.2	29,431,176	56.2	5,904,402	122.8	44.3	16,810,044	43.0	1,789,885	124.6	38.1	6,027,043	43.7
	6-8MP	3,200,588	148.6		6,747,020		1,215,306	126.5		2,825,762		1,083,752	152.5		2,140,520		645,957	187.6		1,278,989		255,573	184.6		501,749	
		69,449,627	146.4		148,404,658		25,275,449	126.9		59,108,731		23,122,637	142.9		47,752,107		15,582,725	179.4		31,298,935		5,468,816	205.3		10,244,885	
	No less than 8MP	584,631	149.0		1,333,888		273,940	174.5		604,153		176,097	134.6		397,142		111,365	135.5		268,497		23,229	104.3		64,096	
		27,522,282	127.8		69,543,072		11,884,603	134.8		30,382,700		9,454,023	123.1		22,539,683		5,092,522	125.4		13,589,482		1,091,134	112.2		3,031,207	

Digital Still Camera Total	5,767,171	135.3	123.1	13,358,533	119.1	2,260,801	121.8	117.5	5,586,913	116.7	2,036,645	136.3	120.4	4,489,070	124.9	1,078,528	159.2	135.5	2,392,757	116.3	391,197	165.9	142.2	889,793	114.4
	126,395,206	131.2	115.5	303,628,808	113.8	47,933,803	120.6	107.0	122,904,246	110.8	43,531,919	128.3	117.0	99,722,966	119.7	26,579,649	151.4	122.8	61,698,461	109.8	8,349,835	164.6	144.4	19,303,135	117.2

By Model	Cameras with Built-in Lens	5,497,961	137.8	123.0	12,575,545	118.8	2,153,236	125.0	117.1	5,204,544	115.3	1,926,242	138.7	120.1	4,203,274	125.6	1,033,884	159.4	136.6	2,292,885	117.1	384,599	166.9	142.2	874,842	114.5
		107,372,627	139.8	116.0	248,229,441	112.6	40,517,252	132.2	106.9	97,239,645	106.8	35,743,789	135.9	116.9	79,374,124	121.5	23,198,169	153.5	124.2	53,393,865	109.5	7,913,417	168.1	146.0	18,221,807	118.8
	SLR with Interchangeable Lens	269,210	98.4	124.3	782,988	123.4	107,565	80.6	126.1	382,369	141.0	110,403	104.2	125.8	285,796	114.9	44,644	155.1	115.4	99,872	99.3	6,598	120.6	140.4	14,951	105.6
		19,022,579	97.4	112.9	55,399,367	119.5	7,416,551	81.5	107.8	25,664,601	129.5	7,788,130	102.1	117.3	20,348,842	113.3	3,381,480	138.6	113.9	8,304,596	111.1	436,418	120.0	120.4	1,081,328	95.6

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.