

Production, Shipment of Digital Still Camera
January in 2007

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	572,534	53.6	34.2	572,534	34.2	603,222	51.6	33.7	603,222	33.7	30,112	26.1	14.1	30,112	14.1	573,110	54.4	36.3	573,110	36.3
		6,153,911	52.7	24.5	6,153,911	24.5	7,347,910	50.4	22.2	7,347,910	22.2	236,967	14.9	5.8	236,967	5.8	7,110,943	54.7	24.6	7,110,943	24.6
	6-8MP	2,957,968	82.6	152.2	2,957,968	152.2	2,711,860	71.0	166.3	2,711,860	166.3	410,541	51.9	172.6	410,541	172.6	2,301,319	76.0	165.3	2,301,319	165.3
		44,653,258	75.4	121.6	44,653,258	121.6	53,699,084	67.6	142.5	53,699,084	142.5	9,007,892	50.1	145.6	9,007,892	145.6	44,691,192	72.8	141.8	44,691,192	141.8
	No less than 8MP	711,208	77.4	175.6	711,208	175.6	726,552	76.9	176.6	726,552	176.6	121,690	81.3	223.5	121,690	223.5	604,862	76.1	169.4	604,862	169.4
		22,811,999	80.8	127.8	22,811,999	127.8	33,911,503	80.8	143.1	33,911,503	143.1	5,148,699	79.9	160.2	5,148,699	160.2	28,762,804	80.9	140.4	28,762,804	140.4

Digital Still Camera Total	4,241,710	76.2	105.4	4,241,710	105.4	4,041,634	68.1	105.4	4,041,634	105.4	562,343	53.3	111.2	562,343	111.2	3,479,291	71.3	104.5	3,479,291	104.5
	73,619,168	74.3	92.4	73,619,168	92.4	94,958,497	69.8	100.6	94,958,497	100.6	14,393,558	55.3	106.6	14,393,558	106.6	80,564,939	73.3	99.6	80,564,939	99.6

By Model	Cameras with Built-in Lens	3,763,862	74.6	100.3	3,763,862	100.3	3,558,439	65.8	100.1	3,558,439	100.1	504,763	51.2	108.3	504,763	108.3	3,053,676	69.1	98.9	3,053,676	98.9
		53,540,690	69.3	84.2	53,540,690	84.2	66,331,423	63.2	88.8	66,331,423	88.8	10,827,359	49.1	101.6	10,827,359	101.6	55,504,064	67.0	86.6	55,504,064	86.6
	SLR with Interchangeable Lens	477,848	91.4	175.5	477,848	175.5	483,195	91.9	172.9	483,195	172.9	57,580	83.1	146.2	57,580	146.2	425,615	93.2	177.3	425,615	177.3
		20,078,478	91.9	125.3	20,078,478	125.3	28,627,074	92.2	145.3	28,627,074	145.3	3,566,199	89.8	125.0	3,566,199	125.0	25,060,875	92.5	148.8	25,060,875	148.8

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination
January in 2007

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)	4)	Jan.-Jan.	5)
	(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		
By Pixel	Less than 6MP	573,110	54.4	36.3	573,110	36.3	341,784	88.7	52.8	341,784	52.8	132,876	28.8	25.5	132,876	25.5	65,704	48.5	24.1	65,704	24.1	32,746	45.1	24.0	32,746	24.0
		7,110,943	54.7	24.6	7,110,943	24.6	4,083,731	76.7	35.1	4,083,731	35.1	1,592,530	31.3	19.0	1,592,530	19.0	929,455	57.6	15.2	929,455	15.2	505,227	51.6	18.0	505,227	18.0
	6-8MP	2,301,319	76.0	165.3	2,301,319	165.3	829,480	72.1	127.7	829,480	127.7	710,217	79.6	205.1	710,217	205.1	630,552	82.1	218.4	630,552	218.4	131,070	60.4	121.7	131,070	121.7
		44,691,192	72.8	141.8	44,691,192	141.8	15,571,374	62.8	111.9	15,571,374	111.9	13,747,565	86.0	162.6	13,747,565	162.6	13,171,506	77.4	187.3	13,171,506	187.3	2,200,747	60.3	104.2	2,200,747	104.2
	No less than 8MP	604,862	76.1	169.4	604,862	169.4	204,287	72.1	117.9	204,287	117.9	201,301	74.7	223.0	201,301	223.0	180,760	84.2	241.2	180,760	241.2	18,514	67.2	99.5	18,514	99.5
		28,762,804	80.9	140.4	28,762,804	140.4	10,574,129	78.9	109.2	10,574,129	109.2	9,455,843	78.7	174.9	9,455,843	174.9	7,954,984	88.1	179.3	7,954,984	179.3	777,848	70.8	80.4	777,848	80.4

Digital Still Camera Total	3,479,291	71.3	104.5	3,479,291	104.5	1,375,551	75.6	93.6	1,375,551	93.6	1,044,394	64.4	109.0	1,044,394	109.0	877,016	78.4	137.8	877,016	137.8	182,330	57.5	69.4	182,330	69.4
	80,564,939	73.3	99.6	80,564,939	99.6	30,229,234	69.5	85.8	30,229,234	85.8	24,795,938	75.0	111.4	24,795,938	111.4	22,055,945	79.8	125.6	22,055,945	125.6	3,483,822	60.8	59.2	3,483,822	59.2

By Model	Cameras with Built-in Lens	3,053,676	69.1	98.9	3,053,676	98.9	1,201,290	73.8	90.4	1,201,290	90.4	894,603	61.2	100.7	894,603	100.7	784,933	76.6	128.6	784,933	128.6	172,850	56.8	66.5	172,850	66.5
		55,504,064	67.0	86.6	55,504,064	86.6	20,021,046	61.8	76.8	20,021,046	76.8	16,174,634	68.3	93.4	16,174,634	93.4	16,360,266	75.2	108.5	16,360,266	108.5	2,948,118	58.4	52.6	2,948,118	52.6
	SLR with Interchangeable Lens	425,615	93.2	177.3	425,615	177.3	174,261	91.4	123.3	174,261	123.3	149,791	93.7	215.8	149,791	215.8	92,083	98.8	348.2	92,083	348.2	9,480	74.3	329.2	9,480	329.2
	25,060,875	92.5	148.8	25,060,875	148.8	10,208,188	91.8	111.6	10,208,188	111.6	8,621,304	91.9	174.7	8,621,304	174.7	5,695,679	96.5	229.4	5,695,679	229.4	535,704	78.3	190.5	535,704	190.5	

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.