

Production, Shipment of Digital Still Camera  
March, January–March in 2007

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	569,572	129.5	25.6	1,582,030	27.6	649,532	136.9	29.0	1,727,114	28.7	12,871	55.1	5.0	66,344	8.9	636,661	141.2	32.1	1,660,770	31.5
		4,874,347	124.7	16.4	14,937,349	18.5	6,761,481	131.0	19.6	19,269,526	19.3	165,522	47.8	3.3	748,487	5.2	6,595,959	137.0	22.4	18,521,039	21.6
	6–8MP	6,265,958	151.2	164.9	13,367,416	157.6	6,204,356	154.6	164.6	12,929,978	163.9	855,824	134.9	150.2	1,900,765	166.6	5,348,532	158.3	167.1	11,029,213	163.5
		87,125,246	144.9	129.0	191,890,154	122.6	110,225,042	152.5	132.4	236,198,299	133.5	17,961,611	136.8	130.4	40,100,248	140.8	92,263,431	156.0	132.8	196,098,051	132.1
	No less than 8MP	1,587,578	139.6	210.6	3,435,846	217.5	1,559,904	157.0	223.7	3,280,079	212.1	300,538	174.8	266.5	594,112	279.0	1,259,366	153.3	215.4	2,685,967	201.4
		41,782,496	133.4	155.3	95,905,529	149.7	56,634,489	142.6	173.8	130,256,257	161.6	10,478,099	195.2	207.0	20,994,262	190.2	46,156,390	134.4	167.7	109,261,995	157.1

Digital Still Camera Total		8,423,108	147.2	124.3	18,385,292	116.3	8,413,792	153.5	125.4	17,937,171	116.1	1,169,233	140.9	124.2	2,561,221	122.2	7,244,559	155.7	125.6	15,375,950	115.1
		133,782,089	140.3	107.7	302,733,032	100.5	173,621,012	148.2	115.6	385,724,082	107.9	28,605,232	151.8	120.0	61,842,997	114.9	145,015,780	147.5	114.7	323,881,085	106.7

By Model	Cameras with Built-in Lens	7,787,658	148.7	120.9	16,789,186	112.8	7,801,592	155.8	122.0	16,368,962	112.5	1,066,828	137.1	119.3	2,349,730	119.3	6,734,764	159.2	122.5	14,019,232	111.5
		106,889,606	145.1	101.6	234,092,410	94.5	137,726,821	155.7	107.5	292,530,073	99.8	22,836,350	143.8	110.4	49,542,642	110.4	114,890,471	158.3	107.0	242,987,431	97.9
	SLR with Interchangeable Lens	635,450	131.6	189.9	1,596,106	174.1	612,200	129.5	193.6	1,568,209	172.6	102,405	198.8	218.0	211,491	168.4	509,795	121.0	189.4	1,356,718	173.3
		26,892,483	124.1	141.5	68,640,622	128.1	35,894,191	125.2	162.0	93,194,009	144.8	5,768,882	194.5	183.7	12,300,355	137.4	30,125,309	117.2	158.4	80,893,654	146.0

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination  
March,January–March in 2007

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	636,661	141.2	32.1	1,660,770	31.5	321,402	152.9	41.7	873,351	40.5	200,595	134.8	25.8	482,233	24.7	87,553	129.7	27.3	220,781	26.1	27,111	110.4	24.1	84,405	26.1
		6,595,959	137.0	22.4	18,521,039	21.6	3,545,777	153.5	32.9	9,938,774	29.7	1,897,112	131.2	17.3	4,935,070	16.8	832,040	107.3	14.1	2,536,829	15.1	321,030	113.0	17.9	1,110,366	18.4
	6–8MP	5,348,532	158.3	167.1	11,029,213	163.5	1,924,744	137.1	158.4	4,158,344	147.2	1,965,721	167.7	181.4	3,848,447	179.8	969,048	196.0	150.0	2,093,972	163.7	489,019	158.6	191.3	928,450	185.0
		92,263,431	156.0	132.8	196,098,051	132.1	34,836,245	139.2	137.8	75,436,361	127.6	32,231,683	162.8	139.4	65,772,314	137.7	17,807,240	187.3	114.3	40,487,531	129.4	7,388,263	153.5	135.1	14,401,845	140.6
	No less than 8MP	1,259,366	153.3	215.4	2,685,967	201.4	452,847	136.5	165.3	988,905	163.7	380,388	147.5	216.0	839,518	211.4	367,598	187.7	330.1	744,243	277.2	58,533	161.5	252.0	113,301	176.8
		46,156,390	134.4	167.7	109,261,995	157.1	18,300,591	125.1	154.0	43,504,502	143.2	13,546,151	123.9	143.3	33,935,514	150.6	12,622,336	164.6	247.9	28,244,698	207.8	1,687,312	151.7	154.6	3,577,281	118.0

Digital Still Camera Total	7,244,559	155.7	125.6	15,375,950	115.1	2,698,993	138.7	119.4	6,020,600	107.8	2,546,704	161.3	125.0	5,170,198	115.2	1,424,199	187.9	132.1	3,058,996	127.8	574,663	155.7	146.9	1,126,156	126.6
	145,015,780	147.5	114.7	323,881,085	106.7	56,682,613	135.1	118.3	128,879,637	104.9	47,674,946	148.2	109.5	104,642,898	104.9	31,261,616	174.1	117.6	71,269,058	115.5	9,396,605	151.3	112.5	19,089,492	98.9

By Model	Cameras with Built-in Lens	6,734,764	159.2	122.5	14,019,232	111.5	2,454,267	141.0	114.0	5,395,646	103.7	2,386,969	166.1	123.9	4,718,527	112.3	1,328,161	191.8	128.5	2,805,629	122.4	565,367	156.5	147.0	1,099,430	125.7
		114,890,471	158.3	107.0	242,987,431	97.9	42,415,876	143.1	104.7	92,078,556	94.7	38,306,670	163.5	107.2	77,916,809	98.2	25,353,944	184.2	109.3	55,482,129	103.9	8,813,981	153.3	111.4	17,509,937	96.1
	SLR with Interchangeable Lens	509,795	121.0	189.4	1,356,718	173.3	244,726	118.8	227.5	624,954	163.4	159,735	112.4	144.7	451,671	158.0	96,038	147.2	215.1	253,367	253.7	9,296	116.9	140.9	26,726	178.8
		30,125,309	117.2	158.4	80,893,654	146.0	14,266,737	115.7	192.4	36,801,081	143.4	9,368,276	107.2	120.3	26,726,089	131.3	5,907,672	141.2	174.7	15,786,929	190.1	582,624	126.3	133.5	1,579,555	146.1

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.