

Production, Shipment of Digital Still Camera  
April, January-April in 2007

Unit Upper:Pcs.Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	566,616	99.5	33.8	2,148,646	29.0	571,902	88.0	31.9	2,299,016	29.4	5,845	45.4	3.5	72,189	8.0	566,057	88.9	34.8	2,226,827	32.3
		4,374,141	89.7	18.6	19,311,490	18.5	5,417,066	80.1	19.7	24,686,592	19.4	110,028	66.5	3.7	858,515	5.0	5,307,038	80.5	21.6	23,828,077	21.6
	6-8MP	5,981,747	95.5	163.5	19,349,163	159.3	6,188,065	99.7	174.5	19,118,043	167.2	773,224	90.3	144.4	2,673,989	159.5	5,414,841	101.2	179.8	16,444,054	168.5
		84,968,349	97.5	131.3	276,858,503	125.1	107,118,525	97.2	136.8	343,316,824	134.5	15,765,350	87.8	119.5	55,865,598	134.0	91,353,175	99.0	140.3	287,451,226	134.6
	No less than 8MP	1,910,226	120.3	258.2	5,346,072	230.5	1,893,007	121.4	242.8	5,173,086	222.4	287,162	95.5	255.0	881,274	270.7	1,605,845	127.5	240.7	4,291,812	214.5
		46,945,448	112.4	194.4	142,850,977	162.0	63,871,471	112.8	185.4	194,127,728	168.8	9,734,594	92.9	176.2	30,728,856	185.6	54,136,877	117.3	187.2	163,398,872	165.9

Digital Still Camera Total		8,458,589	100.4	139.3	26,843,881	122.7	8,652,974	102.8	141.5	26,590,145	123.3	1,066,231	91.2	131.0	3,627,452	124.7	7,586,743	104.7	143.1	22,962,693	123.0
		136,287,938	101.9	121.2	439,020,970	106.1	176,407,062	101.6	125.8	562,131,144	112.9	25,609,972	89.5	118.2	87,452,969	115.8	150,797,090	104.0	127.1	474,678,175	112.4

By Model	Cameras with Built-in Lens	7,844,501	100.7	136.5	24,633,687	119.4	8,043,093	103.1	139.5	24,412,055	120.2	967,184	90.7	128.4	3,316,914	121.8	7,075,909	105.1	141.2	21,095,141	119.9
		111,031,170	103.9	117.2	345,123,580	100.8	142,110,666	103.2	122.9	434,640,739	106.3	20,296,518	88.9	116.8	69,839,160	112.2	121,814,148	106.0	124.0	364,801,579	105.3
	SLR with Interchangeable Lens	614,088	96.6	187.9	2,210,194	177.7	609,881	99.6	173.8	2,178,090	172.9	99,047	96.7	163.8	310,538	166.9	510,834	100.2	175.9	1,867,552	174.0
		25,256,768	93.9	142.8	93,897,390	131.8	34,296,396	95.5	139.0	127,490,405	143.2	5,313,454	92.1	123.9	17,613,809	133.0	28,982,942	96.2	142.2	109,876,596	145.0

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination  
April, January-April in 2007

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)	Jan.-Apr.	5)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	566,057	88.9	34.8	2,226,827	32.3	263,861	82.1	38.8	1,137,212	40.1	219,390	109.4	34.1	701,623	27.0	69,562	79.5	32.2	290,343	27.4	13,244	48.9	15.8	97,649	23.9
		5,307,038	80.5	21.6	23,828,077	21.6	2,621,916	73.9	28.1	12,560,690	29.4	1,880,875	99.1	18.4	6,815,945	17.2	665,221	80.0	19.3	3,202,050	15.8	139,026	43.3	8.8	1,249,392	16.4
	6-8MP	5,414,841	101.2	179.8	16,444,054	168.5	1,811,360	94.1	160.2	5,969,704	150.9	2,038,729	103.7	215.7	5,887,176	190.8	1,013,377	104.6	151.8	3,107,349	159.6	551,375	112.8	205.8	1,479,825	192.3
		91,353,175	99.0	140.3	287,451,226	134.6	32,050,243	92.0	136.5	107,486,604	130.1	33,104,760	102.7	161.5	98,877,074	144.9	18,222,706	102.3	115.4	58,710,237	124.7	7,975,466	107.9	149.7	22,377,311	143.7
	No less than 8MP	1,605,845	127.5	240.7	4,291,812	214.5	441,577	97.5	142.7	1,430,482	156.6	529,928	139.3	276.1	1,369,446	232.5	549,432	149.5	403.8	1,293,675	319.8	84,908	145.1	285.8	198,209	211.3
		54,136,877	117.3	187.2	163,398,872	165.9	16,909,587	92.4	133.4	60,414,089	140.3	17,211,812	127.1	185.8	51,147,326	160.8	17,490,970	138.6	301.3	45,735,668	235.8	2,524,508	149.6	214.0	6,101,789	144.9

Digital Still Camera Total	7,586,743	104.7	143.1	22,962,693	123.0	2,516,798	93.2	118.7	8,537,398	110.8	2,788,047	109.5	156.6	7,958,245	126.9	1,632,371	114.6	160.1	4,691,367	137.5	649,527	113.0	170.2	1,775,683	139.7
	150,797,090	104.0	127.1	474,678,175	112.4	51,581,746	91.0	113.4	180,461,383	107.2	52,197,447	109.5	130.5	156,840,345	112.3	36,378,897	116.4	145.3	107,647,955	124.1	10,639,000	113.2	131.4	29,728,492	108.5

By Model	Cameras with Built-in Lens	7,075,909	105.1	141.2	21,095,141	119.9	2,317,925	94.4	116.7	7,713,571	107.3	2,596,041	108.8	154.8	7,314,568	124.4	1,525,849	114.9	156.6	4,331,478	132.6	636,094	112.5	170.1	1,735,524	139.0
		121,814,148	106.0	124.0	364,801,579	105.3	40,413,789	95.3	110.7	132,492,345	99.1	41,596,183	108.6	127.8	119,512,992	106.8	29,993,498	118.3	139.1	85,475,627	114.0	9,810,678	111.3	129.0	27,320,615	105.8
	SLR with Interchangeable Lens	510,834	100.2	175.9	1,867,552	174.0	198,873	81.3	148.4	823,827	159.5	192,006	120.2	185.3	643,677	165.3	106,522	110.9	236.1	359,889	248.2	13,433	144.5	176.5	40,159	178.0
		28,982,942	96.2	142.2	109,876,596	145.0	11,167,957	78.3	124.2	47,969,038	138.4	10,601,264	113.2	142.7	37,327,353	134.4	6,385,399	108.1	183.6	22,172,328	188.2	828,322	142.2	169.0	2,407,877	153.2

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.