

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

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	338,415	81.1	21.0	3,432,486	27.5	342,944	81.9	23.6	3,552,822	27.8	5,382	179.6	3.8	84,474	6.2	337,562	81.2	25.7	3,468,348	30.3
		2,500,658	79.2	12.8	29,051,584	16.8	3,081,308	79.7	14.9	36,245,971	18.0	50,843	109.1	1.8	997,438	3.9	3,030,465	79.3	17.0	35,248,533	20.1
	6-8MP	4,575,017	95.3	148.4	34,421,331	154.4	4,701,947	94.6	149.6	34,155,603	159.8	475,766	96.9	110.0	4,133,437	141.8	4,226,181	94.3	155.9	30,022,166	162.7
		62,932,803	90.3	120.5	489,370,398	122.8	80,848,339	92.7	121.0	603,730,514	129.0	9,108,030	91.0	88.9	84,863,608	119.3	71,740,309	92.9	126.8	518,866,906	130.7
	No less than 8MP	2,289,136	98.6	347.1	12,340,053	275.0	2,239,129	102.7	277.3	12,015,354	259.7	346,765	94.0	218.6	1,851,594	265.1	1,892,364	104.5	291.6	10,163,760	258.7
		50,674,424	93.1	214.2	302,547,081	188.3	69,375,692	95.0	193.7	412,826,641	190.8	10,878,403	92.6	163.2	61,716,441	189.5	58,497,289	95.5	200.7	351,110,200	191.0

Digital Still Camera Total		7,202,568	95.5	134.5	50,193,870	127.8	7,284,020	96.2	134.7	49,723,779	128.2	827,913	96.0	112.8	6,069,505	121.9	6,456,107	96.2	138.2	43,654,274	129.1
		116,107,885	91.2	121.8	820,969,063	112.2	153,305,339	93.4	124.4	1,052,803,126	118.9	20,037,276	91.9	101.7	147,577,487	114.1	133,268,063	93.7	128.7	905,225,639	119.7

By Model	Cameras with Built-in Lens	6,619,306	95.6	133.9	46,154,308	125.1	6,702,498	96.0	134.7	45,758,037	125.6	730,939	92.1	110.9	5,522,479	119.0	5,971,559	96.5	138.4	40,235,558	126.6
		92,177,774	90.8	123.4	650,921,593	107.9	120,158,575	93.0	126.8	820,113,030	113.9	14,926,364	84.8	99.0	116,504,451	110.0	105,232,211	94.3	132.0	703,608,579	114.6
	SLR with Interchangeable Lens	583,262	95.2	141.4	4,039,562	169.4	581,522	99.3	134.5	3,965,742	167.3	96,974	140.8	129.1	547,026	160.4	484,548	93.8	135.7	3,418,716	168.5
		23,930,111	92.9	115.8	170,047,470	132.0	33,146,764	94.9	116.3	232,690,096	140.5	5,110,912	121.2	110.4	31,073,036	132.5	28,035,852	91.3	117.5	201,617,060	141.8

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

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

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)	Jan.-Jul.	5)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	337,562	81.2	25.7	3,468,348	30.3	178,836	88.6	36.2	1,749,893	36.0	112,294	69.6	21.6	1,159,834	27.5	35,303	83.7	14.8	424,651	24.4	11,129	105.9	18.0	133,970	22.0
		3,030,465	79.3	17.0	35,248,533	20.1	1,676,929	84.9	24.1	18,444,785	25.8	929,639	70.1	12.6	10,683,060	16.8	322,142	78.6	12.9	4,509,741	15.4	101,755	93.0	10.3	1,610,947	14.5
	6-8MP	4,226,181	94.3	155.9	30,022,166	162.7	1,574,010	94.8	153.1	10,878,046	152.7	1,540,766	96.6	184.1	10,997,265	189.8	654,064	87.2	119.1	5,217,915	133.6	457,341	96.1	154.1	2,928,940	179.4
		71,740,309	92.9	126.8	518,866,906	130.7	29,202,686	94.0	133.2	198,331,953	130.7	24,160,507	95.9	129.1	179,118,585	141.7	11,714,261	84.5	112.2	97,165,153	113.1	6,662,855	93.8	121.1	44,251,215	134.6
	No less than 8MP	1,892,364	104.5	291.6	10,163,760	258.7	718,341	116.4	274.6	3,475,669	201.0	502,854	91.6	240.8	3,135,798	260.4	535,849	104.2	358.3	2,917,837	356.7	135,320	103.8	467.3	634,456	359.7
		58,497,289	95.5	200.7	351,110,200	191.0	23,436,822	107.7	195.2	129,561,902	162.8	14,559,560	76.6	148.5	107,019,665	176.3	17,107,566	100.3	282.5	97,161,630	270.4	3,393,341	98.9	265.4	17,367,003	228.3

Digital Still Camera Total	6,456,107	96.2	138.2	43,654,274	129.1	2,471,187	99.7	138.5	16,103,608	117.4	2,155,914	93.5	137.8	15,292,897	136.4	1,225,216	93.7	130.9	8,560,403	132.4	603,790	97.9	155.7	3,697,366	152.9
	133,268,063	93.7	128.7	905,225,639	119.7	54,316,437	99.1	132.8	346,338,640	114.4	39,649,706	87.1	110.4	296,821,310	118.3	29,143,969	93.0	153.4	198,836,524	131.6	10,157,951	95.4	130.8	63,229,165	122.6

By Model	Cameras with Built-in Lens	5,971,559	96.5	138.4	40,235,558	126.6	2,241,018	99.8	136.9	14,563,746	113.8	2,009,599	94.2	140.9	14,136,813	135.3	1,123,272	93.4	128.5	7,907,525	128.1	597,670	98.3	158.4	3,627,474	152.8
		105,232,211	94.3	132.0	703,608,579	114.6	40,904,875	98.7	132.2	256,812,300	107.4	31,562,692	89.6	116.6	229,330,498	115.7	23,025,699	92.8	157.3	158,572,866	123.8	9,738,945	96.6	137.9	58,892,915	121.3
	SLR with Interchangeable Lens	484,548	93.8	135.7	3,418,716	168.5	230,169	99.2	157.3	1,539,862	166.5	146,315	85.5	105.6	1,156,084	151.1	101,944	97.4	164.3	652,878	221.3	6,120	68.1	59.6	69,892	157.8
		28,035,852	91.3	117.5	201,617,060	141.8	13,411,562	100.4	134.7	89,526,340	141.0	8,087,014	78.6	91.5	67,490,812	128.1	6,118,270	93.9	140.3	40,263,658	175.0	419,006	75.2	59.4	4,336,250	143.1

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.