

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

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Sep.	3)	4)	Jan.–Sep.	5)	Sep.	3)	4)	Jan.–Sep.	5)	Sep.	3)	4)	Jan.–Sep.	5)	Sep.	3)	4)	Jan.–Sep.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	349,109	110.5	24.5	4,097,522	26.6	348,941	110.2	23.1	4,218,287	26.5	6,460	526.9	7.9	92,160	6.0	342,481	108.6	24.0	4,126,127	28.7
		3,156,034	138.3	17.6	34,490,255	16.5	3,260,806	128.7	15.7	42,039,645	17.3	279,819	-15606.2	18.5	1,275,464	4.4	2,980,987	117.6	15.5	40,764,181	19.0
	6–8MP	6,044,330	124.4	100.5	45,326,152	139.3	6,089,495	125.4	96.0	45,101,667	142.2	289,024	82.4	42.8	4,773,195	114.7	5,800,471	128.7	102.4	40,328,472	146.4
		78,331,940	120.6	81.2	632,659,767	111.8	93,222,673	119.8	73.1	774,749,092	114.5	5,456,072	83.8	35.7	96,828,091	96.7	87,766,601	123.1	78.2	677,921,001	117.6
	No less than 8MP	4,932,572	145.0	397.6	20,675,134	310.3	5,121,069	167.2	402.7	20,199,075	294.1	741,725	144.8	373.3	3,105,694	294.9	4,379,344	171.7	408.1	17,093,381	294.0
		98,843,889	142.9	263.9	470,569,053	205.5	131,722,551	159.0	237.5	627,402,573	200.0	21,134,117	135.2	234.1	98,479,624	203.5	110,588,434	164.5	238.2	528,922,949	199.3

Digital Still Camera Total	11,326,011	132.0	130.5	70,098,808	128.4	11,559,505	140.4	126.7	69,519,029	127.6	1,037,209	120.0	108.5	7,971,049	117.9	10,522,296	142.7	128.8	61,547,980	129.0
	180,331,863	132.2	118.8	1,137,719,075	113.4	228,206,030	139.8	112.0	1,444,191,310	117.1	26,870,008	121.4	104.0	196,583,179	110.8	201,336,022	142.7	113.2	1,247,608,131	118.1

By Model	Cameras with Built-in Lens	10,655,575	134.0	131.1	64,759,673	126.6	10,875,729	142.6	127.8	64,260,896	126.0	931,026	120.4	109.2	7,226,525	115.7	9,944,703	145.1	129.8	57,034,371	127.4
		151,316,142	136.6	118.9	913,025,588	110.4	190,670,758	148.1	115.0	1,139,490,611	114.0	21,012,416	124.5	106.8	154,388,777	107.5	169,658,342	151.7	116.1	985,101,834	115.1
	SLR with Interchangeable Lens	670,436	106.6	120.8	5,339,135	155.1	683,776	112.3	111.8	5,258,133	151.3	106,183	116.3	103.0	744,524	145.1	577,593	111.7	113.6	4,513,609	152.3
		29,015,721	113.2	118.4	224,693,487	127.2	37,535,272	108.9	98.9	304,700,699	130.2	5,857,592	111.3	95.0	42,194,402	124.7	31,677,680	108.4	99.6	262,506,297	131.1

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

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

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Sep.	3)	4)	Jan.-Sep.	5)	Sep.	3)	4)	Jan.-Sep.	5)	Sep.	3)	4)	Jan.-Sep.	5)	Sep.	3)	4)	Jan.-Sep.	5)	Sep.	3)	4)	Jan.-Sep.	5)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	342,481	108.6	24.0	4,126,127	28.7	148,776	140.8	27.9	2,004,321	33.7	121,667	82.6	17.5	1,428,785	26.0	56,258	109.7	57.0	532,196	25.9	15,780	142.5	15.3	160,825	18.3
		2,980,987	117.6	15.5	40,764,181	19.0	1,327,412	143.3	18.0	20,698,564	24.0	982,544	89.6	11.2	12,761,759	16.0	511,296	121.0	32.7	5,443,738	16.3	159,735	178.6	10.8	1,860,120	12.5
	6-8MP	5,800,471	128.7	102.4	40,328,472	146.4	2,009,644	129.7	98.4	14,437,169	139.8	2,428,416	134.8	114.3	15,226,867	167.2	743,556	107.9	74.5	6,650,598	116.1	618,855	132.8	123.5	4,013,838	167.8
		87,766,601	123.1	78.2	677,921,001	117.6	33,327,912	123.8	79.6	258,571,946	119.3	34,109,434	129.1	86.6	239,653,105	126.5	11,547,738	102.0	52.5	120,030,341	97.3	8,781,517	132.4	97.2	59,665,609	127.3
No less than 8MP	4,379,344	171.7	408.1	17,093,381	294.0	1,582,923	169.6	352.8	5,991,761	237.7	1,397,525	166.5	382.3	5,372,552	291.2	1,152,056	174.0	545.3	4,732,033	393.8	246,840	213.3	518.4	997,035	402.8	
	110,588,434	164.5	238.2	528,922,949	199.3	40,888,280	157.0	210.3	196,491,687	172.9	34,153,137	159.5	204.6	162,583,963	180.4	30,015,870	176.5	352.1	144,186,272	282.1	5,531,147	200.2	312.9	25,661,027	246.1	

Digital Still Camera Total	10,522,296	142.7	128.8	61,547,980	129.0	3,741,343	144.5	123.7	22,433,251	119.4	3,947,608	141.6	123.9	22,028,204	134.0	1,951,870	139.2	149.3	11,914,827	132.6	881,475	148.7	135.3	5,171,698	146.9
	201,336,022	142.7	113.2	1,247,608,131	118.1	75,543,604	140.2	110.0	475,762,197	114.2	69,245,115	141.5	106.7	414,998,827	115.4	42,074,904	146.4	131.2	269,660,351	129.7	14,472,399	152.6	117.8	87,186,756	120.7

By Model	Cameras with Built-in Lens	9,944,703	145.1	129.8	57,034,371	127.4	3,527,454	150.2	124.9	20,439,546	116.8	3,702,890	141.6	124.9	20,454,297	134.0	1,844,278	141.0	149.7	11,059,362	129.4	870,081	149.1	135.8	5,081,166	147.0
		169,658,342	151.7	116.1	985,101,834	115.1	63,583,839	158.5	113.7	360,514,744	109.3	56,529,651	142.2	109.9	325,611,636	115.3	35,748,983	154.8	131.6	217,409,239	123.8	13,795,869	155.4	118.8	81,566,215	120.1
	SLR with Interchangeable Lens	577,593	111.7	113.6	4,513,609	152.3	213,889	89.1	106.8	1,993,705	154.2	244,718	141.4	110.4	1,573,907	134.8	107,592	113.3	142.7	855,465	195.3	11,394	123.2	101.6	90,532	140.8
		31,677,680	108.4	99.6	262,506,297	131.1	11,959,765	86.9	93.7	115,247,453	133.2	12,715,464	138.5	94.5	89,387,191	116.0	6,325,921	111.7	128.9	52,251,112	161.6	676,530	111.3	100.2	5,620,541	130.6

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.