

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

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	329,305	94.3	27.2	4,426,827	26.6	331,217	94.9	23.5	4,549,504	26.3	3,184	49.3	6.0	95,344	6.0	328,033	95.8	24.2	4,454,160	28.3
		2,837,089	89.9	18.1	37,327,344	16.6	3,085,086	94.6	15.9	45,124,731	17.2	151,039	54.0	15.2	1,426,503	4.8	2,934,047	98.4	16.0	43,698,228	18.8
	6–8MP	6,451,038	106.7	103.2	51,777,190	133.5	6,463,479	106.1	96.2	51,565,146	134.2	205,280	71.0	36.1	4,978,475	105.2	6,258,199	107.9	101.7	46,586,671	138.2
		82,368,559	105.2	85.9	715,028,326	108.0	92,120,428	98.8	70.6	866,869,520	107.4	3,958,544	72.6	31.4	100,786,635	89.4	88,161,884	100.5	74.8	766,082,885	110.3
	No less than 8MP	5,718,853	115.9	413.0	26,393,987	327.9	5,456,657	106.6	389.6	25,655,732	310.3	689,441	93.0	470.8	3,795,135	316.4	4,767,216	108.9	380.1	21,860,597	309.3
		118,464,024	119.8	298.3	589,033,077	219.2	140,568,567	106.7	253.1	767,971,140	208.0	18,497,274	87.5	318.9	116,976,898	215.8	122,071,293	110.4	245.4	650,994,242	206.6

Digital Still Camera Total		12,499,196	110.4	141.3	82,598,004	130.2	12,251,353	106.0	128.5	81,770,382	127.7	897,905	86.6	117.0	8,868,954	117.8	11,353,448	107.9	129.5	72,901,428	129.0
		203,669,672	112.9	134.6	1,341,388,747	116.1	235,774,081	103.3	114.8	1,679,965,391	116.8	22,606,857	84.1	116.6	219,190,036	111.4	213,167,224	105.9	114.6	1,460,775,355	117.6

By Model	Cameras with Built-in Lens	11,719,015	110.0	142.3	76,478,688	128.7	11,461,931	105.4	128.1	75,722,827	126.3	794,608	85.3	112.2	8,021,133	115.3	10,667,323	107.3	129.5	67,701,694	127.7
		169,543,585	112.0	134.5	1,082,569,173	113.6	190,358,958	99.8	111.1	1,329,849,569	113.6	17,051,456	81.1	106.0	171,440,233	107.4	173,307,502	102.2	111.7	1,158,409,336	114.6
	SLR with Interchangeable Lens	780,181	116.4	127.7	6,119,316	150.9	789,422	115.5	134.6	6,047,555	148.9	103,297	97.3	172.7	847,821	148.0	686,125	118.8	130.3	5,199,734	149.0
		34,126,087	117.6	135.3	258,819,574	128.2	45,415,123	121.0	133.2	350,115,822	130.6	5,555,401	94.8	168.5	47,749,803	128.6	39,859,722	125.8	129.5	302,366,019	130.9

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

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

Unit Upper:Pcs.Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)	Oct.	3)	4)	Jan.–Oct.	5)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
By Pixel	Less than 6MP	328,033	95.8	24.2	4,454,160	28.3	140,318	94.3	25.5	2,144,639	33.0	128,705	105.8	20.7	1,557,490	25.5	40,549	72.1	35.5	572,745	26.4	18,461	117.0	25.2	179,286	18.8
		2,934,047	98.4	16.0	43,698,228	18.8	1,261,840	95.1	16.1	21,960,404	23.4	1,053,537	107.2	13.4	13,815,296	15.8	448,514	87.7	30.3	5,892,252	16.9	170,156	106.5	14.6	2,030,276	12.6
	6–8MP	6,258,199	107.9	101.7	46,586,671	138.2	1,877,996	93.4	83.9	16,315,165	129.9	3,077,851	126.7	125.6	18,304,718	158.4	524,805	70.6	56.7	7,175,403	107.8	777,547	125.6	144.7	4,791,385	163.6
		88,161,884	100.5	74.8	766,082,885	110.3	30,380,831	91.2	69.7	288,952,777	111.0	40,215,652	117.9	89.9	279,868,757	119.5	7,743,996	67.1	37.1	127,774,337	88.6	9,821,405	111.8	113.3	69,487,014	125.1
	No less than 8MP	4,767,216	108.9	380.1	21,860,597	309.3	1,754,679	110.9	321.9	7,746,440	252.7	1,730,967	123.9	402.0	7,103,519	312.2	995,391	86.4	423.7	5,727,424	398.7	286,179	115.9	658.3	1,283,214	441.0
		122,071,293	110.4	245.4	650,994,242	206.6	47,850,872	117.0	223.3	244,342,559	180.9	41,821,686	122.5	239.3	204,405,649	189.9	26,056,168	86.8	281.1	170,242,440	282.0	6,342,567	114.7	404.3	32,003,594	266.7

Digital Still Camera Total	11,353,448	107.9	129.5	72,901,428	129.0	3,772,993	100.8	113.2	26,206,244	118.5	4,937,523	125.1	141.0	26,965,727	135.2	1,560,745	80.0	122.4	13,475,572	131.4	1,082,187	122.8	165.4	6,253,885	149.8
	213,167,224	105.9	114.6	1,460,775,355	117.6	79,493,543	105.2	109.1	555,255,740	113.5	83,090,875	120.0	118.6	498,089,702	116.0	34,248,678	81.4	108.2	303,909,029	126.9	16,334,128	112.9	143.2	103,520,884	123.8

By Model	Cameras with Built-in Lens	10,667,323	107.3	129.5	67,701,694	127.7	3,493,830	99.0	112.6	23,933,376	116.2	4,650,416	125.6	141.4	25,104,713	135.3	1,456,531	79.0	121.2	12,515,893	128.4	1,066,546	122.6	166.1	6,147,712	150.0
		173,307,502	102.2	111.7	1,158,409,336	114.6	62,476,934	98.3	104.4	422,991,678	108.5	67,718,690	119.8	117.6	393,330,326	115.7	27,721,313	77.5	102.5	245,130,552	121.0	15,390,565	111.6	143.6	96,956,780	123.3
	SLR with Interchangeable Lens	686,125	118.8	130.3	5,199,734	149.0	279,163	130.5	122.0	2,272,868	149.3	287,107	117.3	135.1	1,861,014	134.9	104,214	96.9	142.3	959,679	187.7	15,641	137.3	130.2	106,173	139.1
		39,859,722	125.8	129.5	302,366,019	130.9	17,016,609	142.3	130.6	132,264,062	132.8	15,372,185	120.9	123.4	104,759,376	117.1	6,527,365	103.2	141.5	58,778,477	159.1	943,563	139.5	136.4	6,564,104	131.4

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.