

Production,Shipment of Digital Still Camera
March,January-March in 2008

Unit Upper:PCS,Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(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)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,882,197	137.8	117.3	22,473,659	122.2	11,073,499	160.3	131.6	23,857,310	133.0	1,211,704	141.9	103.6	2,668,641	104.2	9,861,795	163.0	136.1	21,188,669	137.8	
	155,125,998	130.4	116.0	367,606,486	121.4	206,448,604	149.1	118.9	468,736,523	121.5	31,043,467	147.5	108.5	66,638,046	107.8	175,405,137	149.4	121.0	402,098,477	124.2	
Type	Camera with Built-in Lens	9,174,082	140.1	117.8	20,542,518	122.4	10,416,057	164.9	133.5	22,042,721	134.7	1,084,194	143.3	101.6	2,381,556	101.4	9,331,863	167.8	138.6	19,661,165	140.2
	SLR with Interchangeable Lens	120,653,489	139.1	112.9	272,829,121	116.5	163,632,103	166.0	118.8	348,375,491	119.1	23,435,516	153.2	102.6	48,768,869	98.4	140,196,587	168.4	122.0	299,606,622	123.3
Price	Less than 8MP	708,115	113.3	111.4	1,931,141	121.0	657,442	111.9	107.4	1,814,589	115.7	127,510	130.4	124.5	287,085	135.7	529,932	108.2	104.0	1,527,504	112.6
	No less than 8MP	34,472,509	107.1	128.2	94,777,365	138.1	42,816,501	107.3	119.3	120,361,032	129.2	7,607,951	132.3	131.9	17,869,177	145.3	35,208,550	103.1	116.9	102,491,855	126.7
Price	Less than 8MP	2,150,566	129.4	31.5	5,789,096	38.7	2,634,414	142.2	38.4	6,901,551	47.1	119,320	99.2	13.7	431,613	21.9	2,515,094	145.2	42.0	6,469,938	51.0
	No less than 8MP	21,794,490	123.0	23.7	62,476,431	30.2	31,281,464	135.9	26.7	86,467,872	33.8	2,188,444	101.0	12.1	7,316,945	17.9	29,093,020	139.6	29.4	79,150,927	36.9
Price	Less than 8MP	7,731,631	140.3	487.0	16,684,563	485.6	8,439,085	167.0	541.0	16,955,759	516.9	1,092,384	148.8	363.5	2,237,028	376.5	7,346,701	170.1	583.4	14,718,731	548.0
	No less than 8MP	133,331,508	131.7	319.1	305,130,055	318.2	175,167,140	151.7	309.3	382,268,651	293.5	28,855,023	152.9	275.4	59,321,101	282.6	146,312,117	151.5	317.0	322,947,550	295.6

(By Destination)

Unit Upper:PCS,Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas					
	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)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	1,211,704	141.9	103.6	2,668,641	104.2	3,289,187	159.0	121.9	7,306,157	121.4	3,699,585	176.3	145.3	7,160,865	138.5	2,032,096	168.3	142.7	4,595,708	150.2	840,927	124.0	146.3	2,125,939	188.8	
	31,043,467	147.5	108.5	66,638,046	107.8	65,140,526	150.2	114.9	152,322,528	118.2	57,675,492	154.4	121.0	123,007,523	117.5	40,312,339	148.8	129.0	96,406,943	135.3	12,276,780	128.1	130.7	30,361,483	159.0	
Type	Camera with Built-in Lens	1,084,194	143.3	101.6	2,381,556	101.4	3,072,625	164.4	125.2	6,648,999	123.2	3,539,927	181.1	148.3	6,706,316	142.1	1,894,442	176.4	142.6	4,216,588	150.3	824,869	124.1	145.9	2,089,262	190.0
	SLR with Interchangeable Lens	23,435,516	153.2	102.6	48,768,869	98.4	50,271,106	170.6	118.5	107,930,830	117.2	47,315,005	173.5	123.5	92,864,177	119.2	31,219,613	177.0	123.1	70,415,756	126.9	11,390,863	128.0	129.2	28,395,859	162.2
Price	Less than 8MP	127,510	130.4	124.5	287,085	135.7	216,562	108.6	88.5	657,158	105.2	159,658	111.4	100.0	454,549	100.6	137,654	103.1	143.3	379,120	149.6	16,058	119.2	172.7	36,677	137.2
	No less than 8MP	7,607,951	132.3	131.9	17,869,177	145.3	14,869,420	106.9	104.2	44,391,698	120.6	10,360,487	102.8	110.6	30,143,346	112.8	9,092,726	96.1	153.9	25,991,187	164.6	885,917	128.4	152.1	1,965,624	124.4
Price	Less than 8MP	119,320	99.2	13.7	431,613	21.9	820,580	138.7	36.5	2,245,912	44.6	1,006,406	168.1	46.5	2,165,075	50.0	340,557	153.6	32.2	976,155	42.2	347,551	108.5	67.3	1,082,796	106.9
	No less than 8MP	2,188,444	101.0	12.1	7,316,945	17.9	10,679,563	137.9	27.8	30,489,491	35.7	10,982,579	151.2	32.2	25,253,460	35.7	3,572,761	151.9	19.2	11,224,568	26.1	3,858,117	110.6	50.0	12,183,408	78.5
Price	Less than 8MP	1,092,384	148.8	363.5	2,237,028	376.5	2,468,607	167.2	545.1	5,060,245	511.7	2,693,179	179.6	708.0	4,995,790	595.1	1,691,539	171.6	460.2	3,619,553	486.3	493,376	138.0	842.9	1,043,143	920.7
	No less than 8MP	28,855,023	152.9	275.4	59,321,101	282.6	54,460,963	152.8	297.6	121,833,037	280.0	46,692,913	155.2	344.7	97,754,063	288.1	36,739,578	148.5	291.1	85,182,375	301.6	8,418,663	138.0	498.9	18,178,075	508.2

* Due to the increase in the number of participating companies in the statistical survey from January 2008, the "comparison" is not rigorously defined, and the figures might be considered just as "reference values."

(Camera & Imaging Products Association)

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.