

Production, Shipment of Digital Still Camera
August, January-August 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)				
	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*					
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)					
Digital Still Camera Total	9,773,544	115.2	113.9	72,628,950	123.6	9,760,206	119.4	118.5	73,516,937	126.8	879,001	108.3	101.7	6,963,547	100.4	8,881,205	120.6	120.5	66,553,390	130.4					
	146,073,409	115.2	107.1	1,119,870,140	117.0	179,885,712	117.8	110.2	1,386,238,655	114.0	20,783,672	105.0	93.9	169,942,715	100.1	159,102,040	119.7	112.8	1,216,295,940	116.3					
Type	Camera with Built-in Lens	8,955,935	116.7	112.7	66,667,859	123.2	8,940,730	121.1	117.2	67,662,775	126.7	786,666	110.2	101.8	6,157,524	97.8	8,154,064	122.2	119.0	61,505,251	130.6				
	SLR with Interchangeable Lens	112,315,637	118.7	101.4	860,329,356	112.9	136,321,401	123.3	105.9	1,047,324,410	110.4	15,744,396	114.9	93.3	123,313,375	92.5	120,577,005	124.5	107.8	924,011,035	113.3				
Price	Less than 8MP	817,609	100.5	130.0	5,961,091	127.7	819,476	103.8	134.6	5,854,162	128.0	92,335	94.7	101.1	806,023	126.3	727,141	105.1	140.6	5,048,139	128.3				
	No less than 8MP	33,757,772	105.0	131.7	259,540,784	132.6	43,564,311	103.2	126.4	338,914,245	126.9	5,039,276	82.5	95.7	46,629,340	128.3	38,525,035	106.7	131.9	292,284,905	126.6				
Price	Less than 8MP	1,520,963	89.7	29.4	15,450,122	35.9	1,501,365	89.5	29.0	16,837,726	39.3	39,540	65.3	11.2	738,003	16.1	1,461,825	90.4	30.3	16,099,723	42.0				
	No less than 8MP	15,644,941	95.1	23.3	157,851,430	27.0	17,667,269	90.0	22.0	201,939,538	28.0	675,071	64.1	10.4	12,966,549	14.0	16,992,198	91.4	23.0	188,972,989	30.1				
Price	Less than 8MP	8,252,581	121.5	242.5	57,178,828	363.2	8,258,841	127.1	269.7	56,679,211	375.9	839,461	111.8	163.8	6,225,544	263.4	7,419,380	129.1	290.9	50,453,667	396.8				
	No less than 8MP	130,428,468	118.2	188.5	962,018,710	258.8	162,218,443	121.8	195.8	1,184,299,117	238.9	20,108,601	107.2	128.7	156,976,166	203.0	142,109,842	124.2	211.4	1,027,322,951	245.6				

(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					
	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	879,001	108.3	101.7	6,963,547	100.4	2,974,860	105.3	114.9	22,807,014	122.0	3,307,612	151.6	118.7	23,131,600	127.9	1,684,305	123.2	120.1	13,427,738	134.8	914,428	92.6	154.2	7,187,038	167.5	
	20,783,672	105.0	93.9	169,942,715	100.1	56,610,601	105.3	105.1	451,769,564	112.9	56,549,374	151.2	115.6	392,139,236	113.4	33,450,889	121.1	116.4	270,480,473	118.8	12,491,176	88.1	131.7	101,906,667	140.1	
Type	Camera with Built-in Lens	786,666	110.2	101.8	6,157,524	97.8	2,663,008	105.8	113.4	20,626,637	122.0	3,036,370	153.4	116.1	21,467,418	128.2	1,562,050	129.5	119.5	12,354,278	134.1	892,636	92.2	153.0	7,056,918	167.6
	SLR with Interchangeable Lens	15,744,396	114.9	93.3	123,313,375	92.5	40,849,633	108.1	101.8	326,619,826	110.0	41,973,941	156.5	105.6	297,058,147	110.4	26,175,539	138.0	113.4	204,919,307	112.8	11,577,892	87.2	130.4	95,413,755	140.8
Price	Less than 8MP	92,335	94.7	101.1	806,023	126.3	311,852	100.9	130.0	2,180,377	122.5	271,242	134.0	156.7	1,664,182	125.2	122,255	75.8	128.7	1,073,460	143.5	21,792	112.1	235.7	130,120	164.4
	No less than 8MP	5,039,276	82.5	95.7	46,629,340	128.3	15,760,968	98.6	114.5	125,149,738	121.2	14,575,433	137.9	158.8	95,081,089	124.0	7,275,350	84.1	128.5	65,561,166	142.8	913,284	102.5	150.3	6,492,912	131.3
Price	Less than 8MP	39,540	65.3	11.2	738,003	16.1	416,957	76.1	25.2	5,233,737	36.6	444,057	100.4	22.8	5,373,520	38.1	208,860	105.6	28.2	2,210,401	34.6	391,951	91.4	82.1	3,282,065	92.7
	No less than 8MP	675,071	64.1	10.4	12,966,549	14.0	5,156,105	80.3	18.5	67,118,496	27.4	5,357,102	105.5	19.5	61,093,568	28.1	2,278,947	100.8	19.4	24,710,751	21.8	4,200,044	87.1	62.5	36,050,174	68.6
Price	Less than 8MP	839,461	111.8	163.8	6,225,544	263.4	2,557,903	112.3	274.1	17,573,277	398.6	2,863,555	164.6	341.2	17,758,080	446.7	1,475,445	126.2	222.8	11,217,337	313.3	522,477	93.5	451.4	3,904,973	520.5
	No less than 8MP	20,108,601	107.2	128.7	156,976,166	203.0	51,454,496	108.7	197.6	384,651,068	247.2	51,192,272	158.4	239.1	331,045,668	257.8	31,171,942	122.9	183.3	245,769,722	215.3	8,291,132	88.7	300.1	65,856,493	327.2

* 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.