

Production, Shipment of Digital Still Camera
September, January-September 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)					
	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)*	Jan.-Sep.	5)*	Sep.	3)	4)	Jan.-Sep.	5)	Sep.	3)	4)*	Jan.-Sep.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	13,381,249	136.9	118.1	86,010,199	122.7	15,152,697	155.2	131.1	88,669,634	127.5	1,332,787	151.6	128.5	8,296,334	104.1	13,819,910	155.6	131.3	80,373,300	130.6	
	195,647,120	133.9	108.5	1,315,517,260	115.6	262,691,686	146.0	115.1	1,648,930,341	114.2	31,505,037	151.6	117.2	201,447,752	102.5	231,186,649	145.3	114.8	1,447,482,589	116.0	
Type	Camera with Built-in Lens	12,274,839	137.1	115.2	78,942,698	121.9	14,092,012	157.6	129.6	81,754,787	127.2	1,183,318	150.4	127.1	7,340,842	101.6	12,908,694	158.3	129.8	74,413,945	130.5
	SLR with Interchangeable Lens	151,344,721	134.7	100.0	1,011,674,077	110.8	207,110,849	151.9	108.6	1,254,435,259	110.1	23,046,550	146.4	109.7	146,359,925	94.8	184,064,299	152.7	108.5	1,108,075,334	112.5
Price	Less than 8MP	1,106,410	135.3	165.0	7,067,501	132.4	1,060,685	129.4	155.1	6,914,847	131.5	149,469	161.9	140.8	955,492	128.3	911,216	125.3	157.8	5,959,355	132.0
	No less than 8MP	44,302,399	131.2	152.7	303,843,183	135.2	55,580,837	127.6	148.1	394,495,082	129.5	8,458,487	167.9	144.4	55,087,827	130.6	47,122,350	122.3	148.8	339,407,255	129.3
Price	Less than 8MP	2,113,734	139.0	33.1	17,563,856	35.5	2,194,451	146.2	34.1	19,032,177	38.6	80,730	204.2	27.3	818,733	16.8	2,113,721	144.6	34.4	18,213,444	41.0
	No less than 8MP	20,401,032	130.4	25.0	178,252,462	26.7	24,239,121	137.2	25.1	226,178,659	27.7	1,365,232	202.2	23.8	14,331,781	14.6	22,873,889	134.6	25.2	211,846,878	29.5
Price	Less than 8MP	11,267,515	136.5	228.4	68,446,343	331.1	12,958,246	156.9	253.0	69,637,457	344.8	1,252,057	149.2	168.8	7,477,601	240.8	11,706,189	157.8	267.3	62,159,856	363.6
	No less than 8MP	175,246,088	134.4	177.3	1,137,264,798	241.7	238,452,565	147.0	181.0	1,422,751,682	226.8	30,139,805	149.9	142.6	187,115,971	190.0	208,312,760	146.6	188.4	1,235,635,711	233.6

(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					
	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)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	1,332,787	151.6	128.5	8,296,334	104.1	4,853,648	163.2	129.7	27,660,662	123.3	5,378,844	162.6	136.3	28,510,444	129.4	2,020,632	120.0	103.5	15,448,370	129.7	1,566,786	171.3	177.7	8,753,824	169.3	
	31,505,037	151.6	117.2	201,447,752	102.5	84,009,828	148.4	111.2	535,779,392	112.6	83,441,572	147.6	120.5	475,580,808	114.6	42,596,374	127.3	101.2	313,076,847	116.1	21,138,875	169.2	146.1	123,045,542	141.1	
Type	Camera with Built-in Lens	1,183,318	150.4	127.1	7,340,842	101.6	4,505,771	169.2	127.7	25,132,408	123.0	5,023,973	165.5	135.7	26,491,391	129.5	1,836,972	117.6	99.6	14,191,250	128.3	1,541,978	172.7	177.2	8,598,896	169.2
	SLR with Interchangeable Lens	23,046,550	146.4	109.7	146,359,925	94.8	66,026,285	161.6	103.8	392,646,111	108.9	66,686,996	158.9	118.0	363,745,143	111.7	31,276,159	119.5	87.5	236,195,466	108.6	20,074,859	173.4	145.5	115,488,614	141.6
Price	Less than 8MP	149,469	161.9	140.8	955,492	128.3	347,877	111.6	162.6	2,528,254	126.8	354,871	130.8	145.0	2,019,053	128.3	183,660	150.2	170.7	1,257,120	147.0	24,808	113.8	217.7	154,928	171.1
	No less than 8MP	8,458,487	167.9	144.4	55,087,827	130.6	17,983,543	114.1	150.4	143,133,281	124.2	16,754,576	115.0	131.8	111,835,665	125.1	11,320,215	155.6	178.9	76,881,381	147.1	1,064,016	116.5	157.3	7,556,928	134.5
Price	Less than 8MP	80,730	204.2	27.3	818,733	16.8	651,217	156.2	30.2	5,884,954	35.8	688,975	155.2	27.0	6,062,495	36.4	216,260	103.5	27.0	2,426,661	33.8	557,269	142.2	87.8	3,839,334	92.0
	No less than 8MP	1,365,232	202.2	23.8	14,331,781	14.6	7,588,950	147.2	21.9	74,707,446	26.8	7,398,482	138.1	21.1	68,492,050	27.1	2,195,854	96.4	18.2	26,906,605	21.4	5,690,603	135.5	63.6	41,740,777	67.8
Price	Less than 8MP	1,252,057	149.2	168.8	7,477,601	240.8	4,202,431	164.3	265.5	21,775,708	363.4	4,689,869	163.8	335.6	22,447,949	417.8	1,804,372	122.3	156.6	13,021,709	275.2	1,009,517	193.2	409.0	4,914,490	492.9
	No less than 8MP	30,139,805	149.9	142.6	187,115,971	190.0	76,420,878	148.5	186.9	461,071,946	234.7	76,043,090	148.5	222.7	407,088,758	250.4	40,400,520	129.6	134.6	286,170,242	198.5	15,448,272	186.3	279.3	81,304,765	316.8

* 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.