

Production, Shipment of Digital Still Camera
October, January-October 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)					
	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)	Jan.-Oct.	5)	Oct.	3)	4)*	Jan.-Oct.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	13,702,201	102.4	109.6	99,712,400	120.7	13,579,543	89.6	110.8	102,249,177	125.0	727,347	54.6	81.0	9,023,681	101.7	12,852,196	93.0	113.2	93,225,496	127.9	
	204,706,169	104.6	100.5	1,520,223,429	113.3	230,214,680	87.6	97.6	1,879,145,021	111.9	18,102,127	57.5	80.1	219,549,879	100.2	212,112,553	91.7	99.5	1,659,595,142	113.6	
Type	Camera with Built-in Lens	12,415,966	101.1	105.9	91,358,664	119.5	12,253,562	87.0	106.9	94,008,349	124.1	597,153	50.5	75.2	7,937,995	99.0	11,656,409	90.3	109.3	86,070,354	127.1
	SLR with Interchangeable Lens	154,900,119	102.3	91.4	1,166,574,196	107.8	169,155,470	81.7	88.9	1,423,590,729	107.0	11,128,038	48.3	65.3	157,487,963	91.9	158,027,432	85.9	91.2	1,266,102,766	109.3
Price	Less than 8MP	1,286,235	116.3	164.9	8,353,736	136.5	1,325,981	125.0	168.0	8,240,828	136.3	130,194	87.1	126.0	1,085,686	128.1	1,195,787	131.2	174.3	7,155,142	137.6
	No less than 8MP	49,806,050	112.4	145.9	353,649,233	136.6	61,059,210	109.9	134.4	455,554,292	130.1	6,974,089	82.5	125.5	62,061,916	130.0	54,085,121	114.8	135.7	393,492,376	130.1
Price	Less than 8MP	1,865,236	88.2	27.5	19,429,092	34.6	1,889,952	86.1	27.8	20,922,129	37.3	33,316	41.3	16.0	852,049	16.8	1,856,636	87.8	28.2	20,070,080	39.3
	No less than 8MP	19,206,257	94.1	22.5	197,458,719	26.2	20,273,160	83.6	21.3	246,451,819	27.0	503,731	36.9	12.3	14,835,512	14.5	19,769,429	86.4	21.7	231,616,307	28.6
Price	Less than 8MP	11,836,965	105.1	207.0	80,283,308	304.2	11,689,591	90.2	214.2	81,327,048	317.0	694,031	55.4	100.7	8,171,632	215.3	10,995,560	93.9	230.6	73,155,416	334.6
	No less than 8MP	185,499,912	105.9	156.6	1,322,764,710	224.6	209,941,520	88.0	149.4	1,632,693,202	212.6	17,598,396	58.4	95.1	204,714,367	175.0	192,343,124	92.3	157.6	1,427,978,835	219.4

(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					
	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)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	727,347	54.6	81.0	9,023,681	101.7	3,963,295	81.7	105.0	31,623,957	120.7	5,920,985	110.1	119.9	34,431,429	127.7	1,601,396	79.3	102.6	17,049,766	126.5	1,366,520	87.2	126.3	10,120,344	161.8	
	18,102,127	57.5	80.1	219,549,879	100.2	70,088,177	83.4	88.2	605,867,569	109.1	89,606,357	107.4	107.8	565,187,165	113.5	34,741,796	81.6	101.4	347,818,643	114.4	17,676,223	83.6	108.2	140,721,765	135.9	
Type	Camera with Built-in Lens	597,153	50.5	75.2	7,937,995	99.0	3,478,275	77.2	99.6	28,610,683	119.5	5,414,328	107.8	116.4	31,905,719	127.1	1,431,696	77.9	98.3	15,622,946	124.8	1,332,110	86.4	124.9	9,931,006	161.5
	SLR with Interchangeable Lens	11,128,038	48.3	65.3	157,487,963	91.9	48,867,263	74.0	78.2	441,513,374	104.4	68,064,127	102.1	100.5	431,809,270	109.8	24,706,293	79.0	89.1	260,901,759	106.4	16,389,749	81.6	106.5	131,878,363	136.0
Price	Less than 8MP	130,194	87.1	126.0	1,085,686	128.1	485,020	139.4	173.7	3,013,274	132.6	506,657	142.8	176.5	2,525,710	135.7	169,700	92.4	162.8	1,426,820	148.7	34,410	220.0	189,338	178.3	
	No less than 8MP	6,974,089	82.5	125.5	62,061,916	130.0	21,220,914	118.0	124.7	164,354,195	124.3	21,542,230	128.6	140.1	133,377,895	127.3	10,035,503	88.7	153.7	86,916,884	147.9	1,286,474	120.9	136.3	8,843,402	134.7
Price	Less than 8MP	33,316	41.3	16.0	852,049	16.8	530,537	81.5	26.3	6,415,491	34.8	680,854	98.8	21.2	6,743,349	34.0	143,397	66.3	25.4	2,570,058	33.2	501,848	90.1	63.0	4,341,182	87.3
	No less than 8MP	503,731	36.9	12.3	14,835,512	14.5	5,669,524	74.7	17.9	80,376,970	25.9	7,615,243	102.9	18.5	76,107,293	25.9	1,444,108	65.8	17.6	28,350,713	21.2	5,040,554	88.6	50.4	46,781,331	65.4
Price	Less than 8MP	694,031	55.4	100.7	8,171,632	215.3	3,432,758	81.7	195.6	25,208,466	325.4	5,240,131	111.7	302.7	27,688,080	389.8	1,457,999	80.8	146.5	14,479,708	252.8	864,672	85.7	302.1	5,779,162	450.4
	No less than 8MP	17,598,396	58.4	95.1	204,714,367	175.0	64,418,653	84.3	134.6	525,490,599	215.1	81,991,114	107.8	196.0	489,079,872	239.3	33,297,688	82.4	127.8	319,467,930	187.7	12,635,669	81.8	199.2	93,940,434	293.5

* 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.