

Production, Shipment of Digital Still Camera
February, January-November 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)					
	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)	Jan.-Nov.	5)	Nov.	3)	4)*	Jan.-Nov.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	11,199,175	81.7	97.7	110,911,575	117.9	11,532,052	84.9	100.3	113,781,229	122.0	1,190,644	163.7	120.5	10,214,325	103.6	10,341,408	80.5	98.4	103,566,904	124.2	
	160,370,732	78.3	84.3	1,680,594,161	109.7	182,207,846	79.1	80.0	2,061,352,867	108.1	23,504,375	129.8	89.3	243,054,254	99.0	158,703,471	74.8	78.8	1,818,298,613	109.4	
By Type	Camera with Built-in Lens	10,291,154	82.9	96.3	101,649,818	116.6	10,628,523	86.7	99.3	104,636,872	121.1	1,101,403	184.4	125.3	9,039,398	101.6	9,527,120	81.7	97.0	95,597,474	123.3
		125,292,993	80.9	81.7	1,291,867,189	104.5	142,678,356	84.3	81.6	1,566,269,085	104.1	18,152,543	163.1	103.4	175,640,506	92.9	124,525,813	78.8	79.2	1,390,628,579	105.7
	SLR with Interchangeable Lens	908,021	70.6	117.9	9,261,757	134.4	903,529	68.1	114.0	9,144,357	133.7	89,241	68.5	81.6	1,174,927	122.7	814,288	68.1	119.2	7,969,430	135.5
	35,077,739	70.4	95.1	388,726,972	131.5	39,529,490	64.7	74.9	495,083,782	122.9	5,351,832	76.7	61.0	67,413,748	119.3	34,177,658	63.2	77.6	427,670,034	123.5	
By Number of Pixels	Less than 8MP	1,505,152	80.7	24.3	20,934,244	33.6	1,516,261	80.2	24.2	22,438,390	36.0	29,535	88.7	8.0	881,584	16.2	1,486,726	80.1	25.2	21,556,806	37.9
		14,953,209	77.9	19.4	212,411,928	25.6	15,915,184	78.5	18.8	262,367,003	26.3	530,984	105.4	8.6	15,366,496	14.2	15,384,200	77.8	19.6	247,000,507	27.8
	No less than 8MP	9,694,023	81.9	184.0	89,977,331	284.2	10,015,791	85.7	191.3	91,342,839	295.7	1,161,109	167.3	187.0	9,332,741	211.3	8,854,682	80.5	191.9	82,010,098	309.8
	145,417,523	78.4	128.4	1,468,182,233	209.0	166,292,662	79.2	116.4	1,798,985,864	197.5	22,973,391	130.5	114.1	227,687,758	166.1	143,319,271	74.5	116.7	1,571,298,106	203.1	

(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					
	Nov.	3)	4)	Jan.-Nov.	5)	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	Nov.	3)	4)*	Jan.-Nov.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	1,190,644	163.7	120.5	10,214,325	103.6	4,686,567	118.2	117.5	36,310,524	120.3	3,216,462	54.3	76.4	37,647,891	120.8	1,360,449	85.0	89.1	18,410,215	122.7	1,077,930	78.9	138.2	11,198,274	159.2	
	23,504,375	129.8	89.3	243,054,254	99.0	71,580,584	102.1	87.2	677,448,153	106.3	47,739,981	53.3	64.9	612,927,146	107.2	26,515,650	76.3	78.3	374,334,293	110.8	12,867,256	72.8	109.3	153,589,021	133.2	
By Type	Camera with Built-in Lens	1,101,403	184.4	125.3	9,039,398	101.6	4,301,941	123.7	115.6	32,912,624	119.0	2,931,920	54.2	74.7	34,837,639	120.0	1,238,726	86.5	87.5	16,861,672	121.0	1,054,533	79.2	137.8	10,985,539	158.9
		18,152,543	163.1	103.4	175,640,506	92.9	57,298,208	117.3	90.1	498,811,582	102.5	35,430,270	52.1	62.7	467,239,540	103.9	19,858,116	80.4	75.3	280,759,875	103.4	11,939,219	72.8	110.3	143,817,582	133.4
	SLR with Interchangeable Lens	89,241	68.5	81.6	1,174,927	122.7	384,626	79.3	143.4	3,397,900	133.7	284,542	56.2	98.6	2,810,252	130.7	121,723	71.7	109.3	1,548,543	144.6	23,397	68.0	154.8	212,735	175.4
	5,351,832	76.7	61.0	67,413,748	119.3	14,282,376	67.3	77.2	178,636,571	118.5	12,309,711	57.1	72.0	145,687,606	119.6	6,657,534	66.3	88.7	93,574,418	141.2	928,037	72.1	98.2	9,771,439	130.1	
By Number of Pixels	Less than 8MP	29,535	88.7	8.0	881,584	16.2	536,485	101.1	24.7	6,951,976	33.7	417,167	61.3	16.0	7,160,516	31.9	129,887	90.6	22.7	2,699,945	32.4	403,187	80.3	75.6	4,744,369	86.2
		530,984	105.4	8.6	15,366,496	14.2	5,271,688	93.0	16.7	85,648,658	25.0	4,754,484	62.4	14.8	80,861,777	24.8	1,295,807	89.7	15.6	29,646,520	20.9	4,062,221	80.6	62.3	50,843,552	65.2
	No less than 8MP	1,161,109	167.3	187.0	9,332,741	211.3	4,150,082	120.9	228.9	29,358,548	307.1	2,799,295	53.4	174.9	30,487,375	350.3	1,230,562	84.4	129.0	15,710,270	235.1	674,743	78.0	273.8	6,453,905	421.9
	22,973,391	130.5	114.1	227,687,758	166.1	66,308,896	102.9	131.3	591,799,495	200.7	42,985,497	52.4	103.7	532,065,369	216.4	25,219,843	75.7	98.6	344,687,773	176.0	8,805,035	69.7	167.6	102,745,469	275.8	

* 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.
- 6) The number of shipments of the "Micro Four Thirds System" are included in "SLR with interchangeable Lens".