

Production, Shipment of Digital Still Camera  
January in 2009

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)				
	Jan.	3)	4)*	Jan.	5)*	Jan.	3)	4)*	Jan.	5)*	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)*	Jan.	5)*					
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)					
Digital Still Camera Total	3,704,759	70.5	68.4	3,704,759	68.4	3,904,889	65.3	66.4	3,904,889	66.4	488,684	54.5	81.1	488,684	81.1	3,416,205	67.3	64.8	3,416,205	64.8					
	51,488,379	60.8	55.1	51,488,379	55.1	59,538,862	58.0	48.1	59,538,862	48.1	9,718,675	48.5	66.8	9,718,675	66.8	49,820,187	60.3	45.6	49,820,187	45.6					
By Type	Camera with Built-in Lens	3,419,507	73.2	71.0	3,419,507	71.0	3,577,524	65.8	67.4	3,577,524	67.4	450,127	54.9	83.2	450,127	83.2	3,127,397	67.8	65.6	3,127,397	65.6				
		39,583,193	68.8	60.5	39,583,193	60.5	42,792,261	59.1	49.7	42,792,261	49.7	7,285,338	49.2	72.6	7,285,338	72.6	35,506,923	61.6	46.6	35,506,923	46.6				
SLR with Interchangeable Lens		285,252	48.9	47.7	285,252	47.7	327,365	60.4	57.5	327,365	57.5	38,557	50.8	62.4	38,557	62.4	288,808	61.9	56.9	288,808	56.9				
		11,905,186	43.8	42.4	11,905,186	42.4	16,746,601	55.3	44.5	16,746,601	44.5	2,433,337	46.6	53.9	2,433,337	53.9	14,313,264	57.1	43.2	14,313,264	43.2				
By Number of Pixels	Less than 10MP		1,043,147	42.5	24.1	1,043,147	24.1	1,503,753	48.7	31.1	1,503,753	31.1	123,904	41.2	27.3	123,904	27.3	1,379,849	49.6	31.5	1,379,849	31.5			
			10,271,591	39.7	17.9	10,271,591	17.9	14,482,774	43.5	18.9	14,482,774	18.9	1,536,791	33.0	18.6	1,536,791	18.6	12,945,983	45.2	19.0	12,945,983	19.0			
	No less than 10MP		2,661,612	94.9	242.5	2,661,612	242.5	2,401,136	83.1	230.3	2,401,136	230.3	364,780	61.2	244.0	364,780	244.0	2,036,356	88.7	228.0	2,036,356	228.0			
			41,216,788	70.0	113.9	41,216,788	113.9	45,056,088	64.9	95.1	45,056,088	95.1	8,181,884	53.3	129.8	8,181,884	129.8	36,874,204	68.2	89.8	36,874,204	89.8			

(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						
	Jan.	3)	4)	Jan.	5)	Jan.	3)	4)*	Jan.	5)*	Jan.	3)	4)*	Jan.	5)*	Jan.	3)	4)*	Jan.	5)*	Jan.	3)	4)*	Jan.	5)*		
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		
Digital Still Camera Total	488,684	54.5	81.1	488,684	81.1	1,364,702	86.4	70.0	1,364,702	70.0	768,192	61.9	56.3	768,192	56.3	845,817	58.2	62.4	845,817	62.4	437,494	54.3	72.1	437,494	72.1		
	9,718,675	48.5	66.8	9,718,675	66.8	20,984,929	83.2	47.9	20,984,929	47.9	9,230,520	52.1	33.0	9,230,520	33.0	14,520,581	49.0	50.1	14,520,581	50.1	5,084,157	50.3	59.8	5,084,157	59.8		
By Type	Camera with Built-in Lens	450,127	54.9	83.2	450,127	83.2	1,179,746	85.3	69.1	1,179,746	69.1	757,149	64.0	62.5	757,149	62.5	763,041	60.7	61.1	763,041	61.1	427,461	54.1	71.3	427,461	71.3	
		7,285,338	49.2	72.6	7,285,338	72.6	13,305,531	86.2	47.2	13,305,531	47.2	7,502,501	53.3	41.0	7,502,501	41.0	10,052,480	53.3	46.6	10,052,480	46.6	4,646,411	49.4	57.3	4,646,411	57.3	
SLR with Interchangeable Lens		38,557	50.8	62.4	38,557	62.4	184,956	94.5	76.7	184,956	76.7	11,043	19.1	7.3	11,043	7.3	82,776	42.0	76.7	82,776	76.7	10,033	63.3	140.3	10,033	140.3	
		2,433,337	46.6	53.9	2,433,337	53.9	7,679,398	78.5	49.2	7,679,398	49.2	1,728,019	45.3	17.8	1,728,019	17.8	4,468,101	41.5	60.0	4,468,101	60.0	437,746	62.5	112.4	437,746	112.4	
By Number of Pixels	Less than 10MP		123,904	41.2	27.3	123,904	27.3	445,675	52.4	28.5	445,675	28.5	339,183	63.9	29.9	339,183	29.9	305,785	38.0	27.8	305,785	27.8	289,206	48.4	49.8	289,206	49.8
			1,536,791	33.0	18.6	1,536,791	18.6	4,194,120	49.8	16.4	4,194,120	16.4	2,889,020	47.1	17.3	2,889,020	17.3	3,132,714	39.9	17.1	3,132,714	17.1	2,730,129	43.8	35.6	2,730,129	35.6
	No less than 10MP		364,780	61.2	244.0	364,780	244.0	919,027	126.3	240.1	919,027	240.1	429,009	46.5	187.3	429,009	187.3	540,032	124.0	211.4	540,032	211.4	148,288	71.2	573.7	148,288	573.7
			8,181,884	53.3	129.8	8,181,884	129.8	16,790,809	100.0	91.8	16,790,809	91.8	6,341,500	27.0	56.2	6,341,500	56.2	11,387,867	115.4	106.5	11,387,867	106.5	2,354,028	60.8	287.7	2,354,028	287.7

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.