

Production,Shipment of Digital Still Camera  
March,January-March 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)				
	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)*	Jan.-Mar.	5)*					
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)					
Digital Still Camera Total	6,777,729	132.7	68.6	15,588,621	69.4	7,682,626	143.9	69.4	16,927,058	71.0	961,813	110.5	79.4	2,321,088	87.0	6,720,813	150.4	68.1	14,605,970	68.9					
	92,597,835	133.0	59.7	213,691,627	58.1	116,889,700	148.1	56.6	255,360,841	54.5	20,888,779	123.1	67.3	47,572,532	71.4	96,000,921	154.9	54.7	207,788,309	51.7					
By Type	Camera with Built-in Lens	6,270,465	132.7	68.3	14,415,957	70.2	7,158,013	145.1	68.7	15,667,004	71.1	869,543	104.7	80.2	2,150,199	90.3	6,288,470	153.3	67.4	13,516,805	68.7				
		74,372,695	136.3	61.6	168,532,908	61.8	93,596,449	151.3	57.2	198,251,806	56.9	16,564,094	110.9	70.7	38,788,130	79.5	77,032,355	164.2	54.9	159,463,676	53.2				
	SLR with Interchangeable Lens	507,264	133.4	71.6	1,172,664	60.7	524,613	128.6	79.8	1,260,054	69.4	92,270	230.3	72.4	170,889	59.5	432,343	117.5	81.6	1,089,165	71.3				
	18,225,140	121.3	52.9	45,158,719	47.6	23,293,251	136.5	54.4	57,109,035	47.4	4,324,685	213.4	56.8	8,784,402	49.2	18,968,566	126.1	53.9	48,324,633	47.1					
By Number of Pixels	Less than 10MP	1,194,520	115.1	17.2	3,275,222	19.7	1,430,108	110.8	17.6	4,225,079	23.1	144,996	120.1	24.0	389,647	24.9	1,285,112	109.8	17.1	3,835,432	23.0				
		12,255,005	115.4	15.0	33,149,874	16.2	15,760,254	118.4	13.8	43,552,440	16.3	2,493,081	142.2	22.0	5,782,517	20.3	13,267,173	114.8	12.9	37,769,923	15.8				
	No less than 10MP	5,583,209	137.2	188.9	12,313,399	209.2	6,252,518	154.4	211.3	12,701,979	226.8	816,817	108.9	134.3	1,931,441	174.6	5,435,701	164.8	231.2	10,770,538	239.6				
	80,342,830	136.2	109.6	180,541,753	110.7	101,129,446	154.1	109.7	211,808,401	105.2	18,395,698	120.9	93.2	41,790,015	109.6	82,733,748	164.1	114.2	170,018,386	104.2					

(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					
	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	961,813	110.5	79.4	2,321,088	87.0	2,054,417	136.7	62.5	4,922,174	67.4	2,403,667	169.8	65.0	4,587,637	64.1	1,609,400	146.5	79.2	3,553,608	77.3	653,329	144.6	77.7	1,542,551	72.6	
	20,888,779	123.1	67.3	47,572,532	71.4	30,220,443	141.0	46.4	72,642,005	47.7	31,194,943	178.1	54.1	57,945,491	47.1	27,067,298	151.2	67.1	59,484,215	61.7	7,518,237	147.0	61.2	17,716,598	58.4	
By Type	Camera with Built-in Lens	869,543	104.7	80.2	2,150,199	90.3	1,871,584	141.9	60.9	4,370,149	65.7	2,278,441	168.9	64.4	4,384,553	65.4	1,501,501	150.5	79.3	3,262,089	77.4	636,944	146.2	77.2	1,500,014	71.8
		16,564,094	110.9	70.7	38,788,130	79.5	23,068,584	157.8	45.9	50,991,830	47.2	26,080,482	171.4	55.1	48,795,265	52.5	21,023,294	166.8	67.3	43,679,679	62.0	6,859,995	152.8	60.2	15,996,902	56.3
	SLR with Interchangeable Lens	92,270	230.3	72.4	170,889	59.5	182,833	99.2	84.4	552,025	84.0	125,226	187.4	78.4	203,084	44.7	107,899	107.0	78.4	291,519	76.9	16,385	101.7	102.0	42,537	116.0
	4,324,685	213.4	56.8	8,784,402	49.2	7,151,859	104.9	48.1	21,650,175	48.8	5,114,461	221.6	49.4	9,150,226	30.4	6,044,004	114.2	66.5	15,804,536	60.8	658,242	105.5	74.3	1,719,696	87.5	
By Number of Pixels	Less than 10MP	144,996	120.1	24.0	389,647	24.9	381,145	105.9	15.8	1,186,763	21.2	466,808	142.0	15.9	1,134,834	19.7	178,471	92.4	12.4	677,352	19.7	258,688	89.6	35.9	836,483	44.0
		2,493,081	142.2	22.0	5,782,517	20.3	3,802,052	102.3	10.5	11,711,363	13.6	4,832,494	155.4	13.4	10,832,055	14.4	2,065,924	107.5	9.6	7,121,232	13.3	2,566,703	91.4	27.6	8,105,273	33.1
	No less than 10MP	816,817	108.9	134.3	1,931,441	174.6	1,673,272	146.4	191.2	3,735,411	219.2	1,936,859	178.2	255.5	3,452,803	246.4	1,430,929	158.1	239.1	2,876,256	246.8	394,641	241.9	330.1	706,068	315.6
	18,395,698	120.9	93.2	41,790,015	109.6	26,418,391	149.1	91.0	60,930,642	91.7	26,362,449	183.0	122.3	47,113,436	98.3	25,001,374	156.5	132.4	52,362,983	121.9	4,951,534	214.7	165.5	9,611,325	163.0	

(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.