

Production, Shipment of Digital Still Camera  
April, January-April 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)					
	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	8,464,713	124.9	71.9	24,053,334	70.2	8,939,250	116.4	78.3	25,866,308	73.3	745,693	77.5	71.5	3,066,781	82.6	8,193,557	121.9	79.0	22,799,527	72.2	
	114,971,742	124.2	65.4	328,663,369	60.5	143,490,083	122.8	69.4	398,850,924	59.0	17,076,962	81.8	68.0	64,649,494	70.5	126,413,121	131.7	69.5	334,201,430	57.2	
By Type	Camera with Built-in Lens	7,680,668	122.5	69.7	22,096,625	70.0	8,099,122	113.1	76.1	23,766,126	72.7	636,575	73.2	69.0	2,786,774	84.4	7,462,547	118.7	76.8	20,979,352	71.4
		86,920,755	116.9	60.9	255,453,663	61.5	106,280,885	113.6	64.8	304,532,691	59.4	12,091,029	73.0	65.4	50,879,159	75.7	94,189,856	122.3	64.7	253,653,532	57.0
	SLR with Interchangeable Lens	784,045	154.6	104.5	1,956,709	73.0	840,128	160.1	108.3	2,100,182	81.1	109,118	118.3	90.7	280,007	68.7	731,010	169.1	111.5	1,820,175	83.4
	28,050,987	153.9	84.7	73,209,706	57.2	37,209,198	159.7	86.8	94,318,233	57.8	4,985,933	115.3	75.1	13,770,335	56.2	32,223,265	169.9	88.9	80,547,898	58.1	
By Number of Pixels	Less than 10MP	1,127,030	94.4	13.5	4,402,252	17.6	1,189,707	83.2	14.3	5,414,786	20.4	79,373	54.7	16.9	469,020	23.1	1,110,334	86.4	14.2	4,945,766	20.2
		10,205,051	83.3	10.4	43,354,925	14.3	12,450,107	79.0	10.9	56,002,547	14.7	1,357,538	54.5	16.2	7,140,055	19.3	11,092,569	83.6	10.4	48,862,492	14.2
	No less than 10MP	7,337,683	131.4	215.1	19,651,082	211.3	7,749,543	123.9	248.6	20,451,522	234.6	666,320	81.6	116.4	2,597,761	154.7	7,083,223	130.3	278.4	17,853,761	253.6
	104,766,691	130.4	135.1	285,308,444	118.5	131,039,976	129.6	142.2	342,848,377	116.8	15,719,424	85.5	94.0	57,509,439	104.8	115,320,552	139.4	152.9	285,338,938	119.6	

(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					
	Apr.	3)	4)	Jan.-Apr.	5)	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	Apr.	3)	4)*	Jan.-Apr.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	745,693	77.5	71.5	3,066,781	82.6	2,763,731	134.5	90.5	7,685,905	74.2	2,751,344	114.5	67.8	7,338,981	65.4	1,920,852	119.4	89.0	5,474,460	81.1	757,630	116.0	69.0	2,300,181	71.4	
	17,076,962	81.8	68.0	64,649,494	70.5	44,380,280	146.9	74.6	117,022,285	55.3	38,844,718	124.5	58.4	96,790,209	51.1	34,063,635	125.8	84.5	93,547,850	68.4	9,124,488	121.4	59.1	26,841,086	58.6	
By Type	Camera with Built-in Lens	636,575	73.2	69.0	2,786,774	84.4	2,434,302	130.1	87.2	6,804,451	72.1	2,532,422	111.1	66.7	6,916,975	65.9	1,753,742	116.8	85.6	5,015,831	80.0	742,081	116.5	68.8	2,242,095	70.8
		12,091,029	73.0	65.4	50,879,159	75.7	30,853,525	133.7	69.2	81,845,355	53.7	29,765,477	114.1	56.7	78,560,742	54.0	25,220,184	120.0	74.3	68,899,863	66.0	8,350,670	121.7	57.6	24,347,572	56.8
	SLR with Interchangeable Lens	109,118	118.3	90.7	280,007	68.7	329,429	180.2	124.8	881,454	95.7	218,922	174.8	82.9	422,006	58.7	167,110	154.9	153.3	458,629	94.0	15,549	94.9	84.6	58,086	105.5
	4,985,933	115.3	75.1	13,770,335	56.2	13,526,755	189.1	90.7	35,176,930	59.3	9,079,241	177.5	64.6	18,229,467	41.2	8,843,451	146.3	139.5	24,647,987	76.2	773,818	117.6	82.8	2,493,514	86.0	
By Number of Pixels	Less than 10MP	79,373	54.7	16.9	469,020	23.1	352,700	92.5	16.3	1,539,463	19.8	440,555	94.4	13.7	1,575,389	17.6	144,568	81.0	9.7	821,920	16.7	172,511	66.7	18.0	1,008,994	35.3
		1,357,538	54.5	16.2	7,140,055	19.3	3,334,930	87.7	10.8	15,046,293	12.9	4,220,219	87.3	10.2	15,052,274	12.9	1,809,660	87.6	8.3	8,930,892	11.9	1,727,760	67.3	14.3	9,833,033	26.9
	No less than 10MP	666,320	81.6	116.4	2,597,761	154.7	2,411,031	144.1	271.3	6,146,442	237.1	2,310,789	119.3	272.2	5,763,592	256.1	1,776,284	124.1	265.8	4,652,540	253.8	585,119	148.3	421.5	1,291,187	356.1
	15,719,424	85.5	94.0	57,509,439	104.8	41,045,350	155.4	143.3	101,975,992	107.3	34,624,499	131.3	138.3	81,737,935	112.0	32,253,975	129.0	174.9	84,616,958	137.8	7,396,728	149.4	223.0	17,008,053	184.6	

(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.