

Production, Shipment of Digital Still Camera  
July, January-July 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)				
	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*					
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)					
Digital Still Camera Total	7,956,719	103.9	93.8	47,374,087	75.4	7,858,057	104.7	96.1	49,278,079	77.3	733,076	101.7	90.4	5,130,126	84.3	7,124,981	105.0	96.8	44,147,953	76.5					
	106,316,480	98.4	83.9	648,124,273	66.6	122,179,394	97.4	80.0	777,193,848	64.4	15,628,923	96.3	78.9	110,039,426	73.8	106,550,471	97.6	80.1	667,154,422	63.1					
By Type	Camera with Built-in Lens	7,124,137	105.6	92.9	42,886,669	74.3	7,106,873	107.5	96.2	44,749,300	76.2	651,611	106.3	91.3	4,582,615	85.3	6,455,262	107.7	96.8	40,166,685	75.3				
		77,924,540	103.2	82.4	486,161,489	65.0	87,791,385	103.6	79.4	571,530,450	62.7	11,557,987	104.6	84.4	83,148,689	77.3	76,233,398	103.4	78.7	488,381,761	60.8				
	SLR with Interchangeable Lens	832,582	91.1	102.3	4,487,418	87.2	751,184	83.6	95.1	4,528,779	90.0	81,465	75.6	83.6	547,511	76.7	669,719	84.7	96.8	3,981,268	92.1				
	28,391,940	87.2	88.3	161,962,784	71.7	34,388,009	84.6	81.5	205,663,398	69.6	4,070,936	78.7	66.7	26,890,737	64.7	30,317,073	85.4	84.0	178,772,661	70.4					
By Number of Pixels	Less than 10MP	723,415	82.9	12.6	6,986,487	15.6	753,990	86.6	12.9	8,046,922	17.1	37,517	73.6	10.6	616,373	20.2	716,473	87.4	13.1	7,430,549	16.9				
		6,470,339	82.0	9.8	66,053,804	12.3	8,391,575	88.2	10.5	84,218,865	12.6	765,343	81.8	13.3	9,928,454	18.4	7,626,232	88.8	10.3	74,290,411	12.1				
	No less than 10MP	7,233,304	106.5	265.1	40,387,600	224.5	7,104,067	107.1	302.6	41,231,157	245.4	695,559	103.8	152.4	4,513,753	148.8	6,408,508	107.4	338.8	36,717,404	266.7				
	99,846,141	99.7	164.5	582,070,469	133.2	113,787,819	98.2	156.2	692,974,983	128.5	14,863,580	97.2	105.8	100,110,972	105.2	98,924,239	98.3	168.2	592,864,011	133.5					

(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					
	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	733,076	101.7	90.4	5,130,126	84.3	2,427,676	106.2	85.9	14,919,954	75.2	2,437,499	106.1	111.7	14,771,938	74.5	1,451,198	101.5	106.1	9,773,672	83.2	808,608	104.5	81.9	4,682,389	74.6	
	15,628,923	96.3	78.9	110,039,426	73.8	39,232,435	97.8	73.0	239,995,252	60.7	32,906,726	97.4	88.0	201,548,142	60.1	24,984,652	94.9	90.4	170,913,042	72.1	9,426,658	105.1	66.5	54,697,986	61.2	
By Type	Camera with Built-in Lens	651,611	106.3	91.3	4,582,615	85.3	2,134,771	111.0	84.8	13,037,150	72.6	2,241,458	108.5	113.2	13,735,814	74.5	1,297,138	103.4	107.6	8,831,678	81.8	781,895	104.0	80.8	4,562,043	74.0
		11,557,987	104.6	84.4	83,148,689	77.3	26,232,266	106.6	69.4	161,988,599	56.7	24,888,247	103.2	92.8	156,940,278	61.5	16,795,113	98.3	88.5	120,081,577	67.2	8,317,772	105.0	62.6	49,371,307	58.9
	SLR with Interchangeable Lens	81,465	75.6	83.6	547,511	76.7	292,905	80.9	94.8	1,882,804	100.8	196,041	85.0	96.9	1,036,124	74.4	154,060	87.9	95.5	941,994	99.0	26,713	120.1	137.4	120,346	111.1
	4,070,936	78.7	66.7	26,890,737	64.7	13,000,169	83.8	81.3	78,006,653	71.3	8,018,479	82.7	75.9	44,607,864	55.4	8,189,539	88.6	94.6	50,831,465	87.2	1,108,886	106.1	124.5	5,326,679	95.5	
By Number of Pixels	Less than 10MP	37,517	73.6	10.6	616,373	20.2	203,602	70.6	10.1	2,374,539	16.4	249,769	84.6	14.9	2,453,267	15.7	95,465	124.5	10.4	1,099,724	13.4	167,637	105.3	19.5	1,503,019	27.3
		765,343	81.8	13.3	9,928,454	18.4	2,228,502	72.4	7.9	23,538,961	11.0	2,591,019	84.0	12.1	23,931,141	11.7	1,116,203	128.4	8.3	12,088,898	9.7	1,690,508	109.1	15.4	14,731,411	21.0
	No less than 10MP	695,559	103.8	152.4	4,513,753	148.8	2,224,074	111.4	274.1	12,545,415	236.2	2,187,730	109.3	434.5	12,318,671	296.8	1,355,733	100.2	303.5	8,673,948	244.8	640,971	104.3	493.5	3,179,370	416.8
	14,863,580	97.2	105.8	100,110,972	105.2	37,003,933	99.9	145.0	216,456,291	119.9	30,315,707	98.7	190.7	177,617,001	134.9	23,868,449	93.8	168.4	158,824,144	141.0	7,736,150	104.3	240.1	39,966,575	208.9	

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only, including their overseas production.

- Interchangeable lenses included standard lenses also, excepting lenses used only for APS Camera and Digital Camera.
- Comparison over the previous month.
- Comparison over the same month a year ago.
- Comparison over the same period a year ago.