

Production,Shipment of Digital Still Camera
Aug,January-August 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)					
	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,078,994	114.1	92.9	56,453,081	77.7	9,688,227	123.3	99.3	58,966,306	80.2	926,385	126.4	105.4	6,056,511	87.0	8,761,842	123.0	98.7	52,909,795	79.5	
	116,902,389	110.0	80.0	765,026,662	68.3	149,516,443	122.4	83.1	926,710,291	66.9	20,140,785	128.9	96.9	130,180,211	76.6	129,375,658	121.4	81.3	796,530,080	65.5	
By Type	Camera with Built-in Lens	8,226,406	115.5	91.9	51,113,075	76.7	8,805,801	123.9	98.5	53,555,101	79.2	846,032	129.8	107.5	5,428,647	88.2	7,959,769	123.3	97.6	48,126,454	78.2
	SLR with Interchangeable Lens	86,906,367	111.5	77.4	573,067,856	66.6	106,297,959	121.1	78.0	677,828,409	64.7	15,703,622	135.9	99.7	98,852,311	80.2	90,594,337	118.8	75.1	578,976,098	62.7
By Number of Pixels	Less than 10MP	641,419	88.7	11.1	7,627,906	15.1	651,039	86.3	11.0	8,697,961	16.4	23,562	62.8	10.1	639,935	19.5	627,477	87.6	11.0	8,058,026	16.2
	No less than 10MP	5,139,719	79.4	8.4	71,193,523	11.9	6,614,940	78.8	8.6	90,833,805	12.2	532,878	69.6	14.0	10,461,332	18.1	6,082,062	79.8	8.3	80,372,473	11.7
	8,437,575	116.6	211.6	48,825,175	222.2	9,037,188	127.2	235.9	50,268,345	243.6	902,823	129.8	139.6	5,416,576	147.2	8,134,365	126.9	255.5	44,851,769	264.6	
	111,762,670	111.9	132.2	693,833,139	133.1	142,901,503	125.6	138.9	835,876,486	130.2	19,607,907	131.9	115.6	119,718,879	106.8	123,293,596	124.6	143.5	716,157,607	135.1	

(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					
	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	926,385	126.4	105.4	6,056,511	87.0	2,942,029	121.2	98.9	17,861,983	78.3	2,982,890	122.4	90.2	17,754,828	76.8	1,942,336	133.8	115.3	11,716,008	87.3	894,587	110.6	97.8	5,576,976	77.6	
	20,140,785	128.9	96.9	130,180,211	76.6	45,009,150	114.7	79.5	285,004,402	63.1	40,045,402	121.7	70.8	241,593,544	61.6	34,496,263	138.1	103.1	205,409,305	75.9	9,824,843	104.2	78.7	64,522,829	63.3	
By Type	Camera with Built-in Lens	846,032	129.8	107.5	5,428,647	88.2	2,620,182	122.7	98.4	15,657,332	75.9	2,733,821	122.0	90.0	16,469,635	76.7	1,729,242	133.3	110.7	10,560,920	85.5	876,524	112.1	98.2	5,438,567	77.1
	SLR with Interchangeable Lens	15,703,622	135.9	99.7	98,852,311	80.2	29,838,182	113.7	73.0	191,826,781	58.7	29,048,925	116.7	69.2	185,989,203	62.6	22,720,820	135.3	86.8	142,802,397	69.7	8,986,410	108.0	77.6	58,357,717	61.2
	80,353	98.6	87.0	627,864	77.9	321,847	109.9	103.2	2,204,651	101.1	249,069	127.0	91.8	1,285,193	77.2	213,094	138.3	174.3	1,155,088	107.6	18,063	67.6	82.9	138,409	106.4	
	4,437,163	109.0	88.1	31,327,900	67.2	15,170,968	116.7	96.3	93,177,621	74.5	10,996,477	137.1	75.4	55,604,341	58.5	11,775,443	143.8	161.9	62,606,908	95.5	838,433	75.6	91.8	6,165,112	95.0	
By Number of Pixels	Less than 10MP	23,562	62.8	10.1	639,935	19.5	193,125	94.9	10.6	2,567,664	15.7	120,967	48.4	5.5	2,574,234	14.4	120,266	126.0	13.4	1,219,990	13.4	193,119	115.2	25.0	1,696,138	27.0
	No less than 10MP	532,878	69.6	14.0	10,461,332	18.1	1,848,728	83.0	7.6	25,387,689	10.6	1,133,992	43.8	4.1	25,065,133	10.8	1,210,487	108.4	9.8	13,299,385	9.7	1,888,855	111.7	20.4	16,620,266	20.9
	902,823	129.8	139.6	5,416,576	147.2	2,748,904	123.6	237.4	15,294,319	236.4	2,861,923	130.8	261.2	15,180,594	289.4	1,822,070	134.4	231.6	10,496,018	242.4	701,468	109.4	490.8	3,880,838	428.5	
	19,607,907	131.9	115.6	119,718,879	106.8	43,160,422	116.6	133.1	259,616,713	121.9	38,911,410	128.4	133.5	216,528,411	134.6	33,285,776	139.5	157.9	192,109,920	143.6	7,935,988	102.6	245.2	47,902,563	214.1	

(Camera & Imaging Products Association)

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

- 2) Interchangeable lenses included standard lenses else , 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.