

Production, Shipment of Digital Still Camera
September, January-September 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)					
	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*	3)	4)	Jan.-Sep.	5)	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	12,391,480	136.5	92.6	68,844,561	80.0	12,674,042	130.8	83.6	71,640,348	80.8	978,774	105.7	73.4	7,035,285	84.8	11,695,268	133.5	84.6	64,605,063	80.4	
	153,569,536	131.4	78.5	918,596,198	69.8	185,769,831	124.2	70.7	1,112,480,122	67.5	22,519,743	111.8	71.5	152,699,954	75.8	163,250,088	126.2	70.6	959,780,168	66.3	
By Type	Camera with Built-in Lens	11,371,241	138.2	92.6	62,484,316	79.2	11,642,865	132.2	82.6	65,197,966	79.7	846,021	100.0	71.5	6,274,668	85.5	10,796,844	135.6	83.6	58,923,298	79.2
	SLR with Interchangeable Lens	117,177,242	134.8	77.4	690,245,098	68.2	137,029,466	128.9	66.2	814,857,875	65.0	15,504,329	98.7	67.3	114,356,640	78.1	121,525,137	134.1	66.0	700,501,235	63.2
By Number of Pixels	Less than 10MP	580,604	90.5	7.7	8,208,510	14.1	596,286	91.6	6.9	9,294,247	15.1	34,329	145.7	10.5	674,264	18.7	561,957	89.6	6.7	8,619,983	14.9
	No less than 10MP	4,835,616	94.1	6.1	76,029,139	11.2	6,484,132	98.0	6.1	97,317,937	11.4	900,207	168.9	15.3	11,361,539	17.8	5,583,925	91.8	5.5	85,956,398	10.9
	11,810,876	140.0	203.3	60,636,051	218.2	12,077,756	133.6	186.6	62,346,101	230.0	944,445	104.6	93.9	6,361,021	135.7	11,133,311	136.9	203.6	55,985,080	249.7	
	148,733,920	133.1	127.8	842,567,059	132.1	179,285,699	125.5	114.9	1,015,162,185	127.2	21,619,536	110.3	84.4	141,338,415	102.6	157,666,163	127.9	120.9	873,823,770	132.3	

(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					
	3)	4)	Jan.-Sep.	5)	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*	3)	4)*	Jan.-Sep.	5)*		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
Digital Still Camera Total	978,774	105.7	73.4	7,035,285	84.8	3,695,659	125.6	76.1	21,557,642	77.9	4,151,839	139.2	77.2	21,906,667	76.8	2,555,945	131.6	126.5	14,271,953	92.4	1,291,825	144.4	82.5	6,868,801	78.5	
	22,519,743	111.8	71.5	152,699,954	75.8	54,093,697	120.2	64.4	339,098,099	63.3	51,896,576	129.6	62.2	293,490,120	61.7	44,013,277	127.6	103.3	249,422,582	79.7	13,246,538	134.8	62.7	77,769,367	63.2	
By Type	Camera with Built-in Lens	846,021	100.0	71.5	6,274,668	85.5	3,355,249	128.1	74.5	19,012,581	75.6	3,850,687	140.9	76.6	20,320,322	76.7	2,314,134	133.8	126.0	12,875,054	90.7	1,276,774	145.7	82.8	6,715,341	78.1
	SLR with Interchangeable Lens	15,504,329	98.7	67.3	114,356,640	78.1	38,626,253	129.5	58.5	230,453,034	58.7	39,395,195	135.6	59.1	225,384,398	62.0	30,931,699	136.1	98.9	173,734,096	73.6	12,571,990	139.9	62.6	70,929,707	61.4
	132,753	165.2	88.8	760,617	79.6	340,410	105.8	97.9	2,545,061	100.7	301,152	120.9	84.9	1,586,345	78.6	241,811	113.5	131.7	1,396,899	111.1	15,051	83.3	60.7	153,460	99.1	
	7,015,414	158.1	82.9	38,343,314	69.6	15,467,444	102.0	86.0	108,645,065	75.9	12,501,381	113.7	74.6	68,105,722	60.9	13,081,578	111.1	115.6	75,688,486	98.4	674,548	80.5	63.4	6,839,660	90.5	
By Number of Pixels	Less than 10MP	34,329	145.7	10.5	674,264	18.7	131,520	68.1	4.3	2,699,184	13.9	88,628	73.3	2.7	2,662,862	12.6	108,494	90.2	13.5	1,328,484	13.4	233,315	120.8	19.3	1,929,453	25.8
	No less than 10MP	900,207	168.9	15.3	11,361,539	17.8	1,484,095	80.3	3.7	26,871,784	9.6	876,759	77.3	2.4	25,941,892	9.7	1,077,652	89.0	10.4	14,377,037	9.8	2,145,419	113.6	15.7	18,765,685	20.1
	944,445	104.6	93.9	6,361,021	135.7	3,564,139	129.7	202.2	18,858,458	229.1	4,063,211	142.0	190.9	19,243,805	261.0	2,447,451	134.3	201.2	12,943,469	233.3	1,058,510	150.9	293.9	4,939,348	390.2	
	21,619,536	110.3	84.4	141,338,415	102.6	52,609,602	121.9	119.4	312,226,315	121.5	51,019,817	131.1	109.4	267,548,228	128.9	42,935,625	129.0	133.2	235,045,545	141.6	11,101,119	139.9	148.3	59,003,682	197.6	

(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.