

Production, Shipment of Digital Still Camera
October, January-October 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)					
	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)	Jan.-Oct.	5)	Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	14,283,417	115.3	104.2	83,127,978	83.4	14,154,063	111.7	104.2	85,794,411	83.9	776,546	79.3	106.8	7,811,831	86.6	13,377,517	114.4	104.1	77,982,580	83.6	
	171,936,609	112.0	84.0	1,090,532,807	71.7	202,286,792	108.9	87.9	1,314,766,914	70.0	17,307,680	76.9	95.6	170,007,634	77.4	184,979,112	113.3	87.2	1,144,759,280	69.0	
By Type	Camera with Built-in Lens	13,006,269	114.4	104.8	75,490,585	82.6	12,830,177	110.2	104.7	78,028,143	83.0	665,138	78.6	111.4	6,939,806	87.4	12,165,039	112.7	104.4	71,088,337	82.6
		127,896,984	109.1	82.6	818,142,082	70.1	142,036,627	103.7	84.0	956,894,502	67.2	11,448,099	73.8	102.9	125,804,739	79.9	130,588,528	107.5	82.6	831,089,763	65.6
By Type	SLR with Interchangeable Lens	1,277,148	125.2	99.3	7,637,393	91.4	1,323,886	128.4	99.8	7,766,268	94.2	111,408	83.9	85.6	872,025	80.3	1,212,478	135.0	101.4	6,894,243	96.4
		44,039,625	121.0	88.4	272,390,725	77.0	60,250,165	123.6	98.7	357,872,412	78.6	5,859,581	83.5	84.0	44,202,895	71.2	54,390,584	130.4	100.6	313,669,517	79.7
By Number of Pixels	Less than 10MP	1,049,254	180.7	15.1	9,257,764	14.2	1,065,386	178.7	15.3	10,359,633	15.1	18,580	54.1	12.0	692,844	18.4	1,046,806	186.3	15.4	9,666,789	14.9
		7,357,938	152.2	10.2	83,387,077	11.1	10,744,685	165.7	13.8	108,062,622	11.6	496,308	55.1	18.7	11,857,847	17.9	10,248,377	183.5	13.7	96,204,775	11.2
	No less than 10MP	13,234,163	112.1	196.5	73,870,214	214.0	13,088,677	108.4	198.1	75,434,778	223.8	757,966	80.3	132.5	7,118,987	135.4	12,330,711	110.8	204.4	68,315,791	240.1
		164,578,671	110.7	124.5	1,007,145,730	130.8	191,542,107	106.8	125.5	1,206,704,292	126.9	16,811,372	77.8	108.8	158,149,787	103.2	174,730,735	110.8	127.4	1,048,554,505	131.5

(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					
	Oct.	3)	4)	Jan.-Oct.	5)	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	776,546	79.3	106.8	7,811,831	86.6	4,699,414	127.2	118.6	26,257,056	83.0	5,589,883	134.6	94.4	27,496,550	79.9	1,694,472	66.3	105.8	15,966,425	93.6	1,393,748	107.9	102.0	8,262,549	81.6	
	17,307,680	76.9	95.6	170,007,634	77.4	69,112,292	127.8	98.6	408,210,391	67.4	69,497,766	133.9	77.6	362,987,886	64.2	31,718,313	72.1	91.3	281,140,895	80.8	14,650,741	110.6	82.9	92,420,108	65.7	
By Type	Camera with Built-in Lens	665,138	78.6	111.4	6,939,806	87.4	4,216,160	125.7	121.2	23,228,741	81.2	5,129,999	133.2	94.7	25,450,321	79.8	1,455,004	62.9	101.6	14,330,058	91.7	1,363,876	106.8	102.4	8,079,217	81.4
		11,448,099	73.8	102.9	125,804,739	79.9	47,965,431	124.2	98.2	278,418,465	63.1	50,806,369	129.0	74.6	276,190,767	64.0	18,542,987	59.9	75.1	192,277,083	73.7	13,273,741	105.6	81.0	84,203,448	63.8
By Type	SLR with Interchangeable Lens	111,408	83.9	85.6	872,025	80.3	483,254	142.0	99.6	3,028,315	100.5	459,884	152.7	90.8	2,046,229	81.0	239,468	99.0	141.1	1,636,367	114.7	29,872	198.5	86.8	183,332	96.8
		5,859,581	83.5	84.0	44,202,895	71.2	21,146,861	136.7	99.7	129,791,926	79.0	18,691,397	149.5	86.8	86,797,119	65.1	13,175,326	100.7	131.3	88,863,812	102.2	1,377,000	204.1	107.0	8,216,660	92.9
By Number of Pixels	Less than 10MP	18,580	54.1	12.0	692,844	18.4	187,557	142.6	9.1	2,886,741	13.4	654,896	738.9	20.4	3,317,758	13.6	60,815	56.1	11.9	1,389,299	13.3	143,538	61.5	13.8	2,072,991	24.3
		496,308	55.1	18.7	11,857,847	17.9	2,139,653	144.2	9.2	29,011,437	9.6	5,955,150	679.2	17.3	31,897,042	10.5	705,151	65.4	11.4	15,082,188	9.8	1,448,423	67.5	12.9	20,214,108	19.4
	No less than 10MP	757,966	80.3	132.5	7,118,987	135.4	4,511,857	126.6	236.5	23,370,315	230.5	4,934,987	121.5	182.3	24,178,792	239.8	1,633,657	66.7	149.9	14,577,126	219.6	1,250,210	118.1	380.1	6,189,558	388.1
		16,811,372	77.8	108.8	158,149,787	103.2	66,972,639	127.3	142.6	379,198,954	124.8	63,542,616	124.5	115.3	331,090,844	126.1	31,013,162	72.2	108.6	266,058,707	136.8	13,202,318	118.9	203.9	72,206,000	198.7

(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.