

Production,Shipment of Digital Still Camera
November,January-November 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) | | | | | |
|----------------------------|-------------------------------|-------------|-------|---------------|---------------|---------------------------|-------------|-------|---------------|---------------|-------------------|------------|-------|-------------|-------------|---|-------------|-------|---------------|---------------|-------|
| | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | Nov. | 3) | 4) | Jan.-Nov. | 5) | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | |
| | | (%) | (%) | | (%) | | (%) | (%) | | (%) | | (%) | (%) | | (%) | | (%) | (%) | | (%) | |
| Digital Still Camera Total | 12,825,916 | 89.8 | 114.5 | 95,953,894 | 86.5 | 12,705,527 | 89.8 | 110.2 | 98,499,938 | 86.6 | 805,489 | 103.7 | 67.7 | 8,617,320 | 84.4 | 11,900,038 | 89.0 | 115.1 | 89,882,618 | 86.8 | |
| | 157,944,413 | 91.9 | 98.5 | 1,248,477,220 | 74.3 | 184,292,899 | 91.1 | 101.1 | 1,499,059,813 | 72.7 | 16,852,996 | 97.4 | 71.7 | 186,860,630 | 76.9 | 167,439,903 | 90.5 | 105.5 | 1,312,199,183 | 72.2 | |
| By Type | Camera with Built-in Lens | 11,677,047 | 89.8 | 113.5 | 87,167,632 | 85.8 | 11,550,226 | 90.0 | 108.7 | 89,578,369 | 85.6 | 720,130 | 108.3 | 65.4 | 7,659,936 | 84.7 | 10,830,096 | 89.0 | 113.7 | 81,918,433 | 85.7 |
| | | 117,083,534 | 91.5 | 93.4 | 935,225,616 | 72.4 | 129,577,101 | 91.2 | 90.8 | 1,086,471,603 | 69.4 | 12,033,702 | 105.1 | 66.3 | 137,838,441 | 78.5 | 117,543,399 | 90.0 | 94.4 | 948,633,162 | 68.2 |
| | SLR with Interchangeable Lens | 1,148,869 | 90.0 | 126.5 | 8,786,262 | 94.9 | 1,155,301 | 87.3 | 127.9 | 8,921,569 | 97.6 | 85,359 | 76.6 | 95.6 | 957,384 | 81.5 | 1,069,942 | 88.2 | 131.4 | 7,964,185 | 99.9 |
| | | 40,860,879 | 92.8 | 116.5 | 313,251,604 | 80.6 | 54,715,798 | 90.8 | 138.4 | 412,588,210 | 83.3 | 4,819,294 | 82.2 | 90.0 | 49,022,189 | 72.7 | 49,896,504 | 91.7 | 146.0 | 363,566,021 | 85.0 |
| By Number of Pixels | Less than 10MP | 831,682 | 79.3 | 13.4 | 10,089,446 | 14.1 | 832,141 | 78.1 | 12.9 | 11,191,774 | 14.9 | 18,302 | 98.5 | 4.5 | 711,146 | 17.0 | 813,839 | 77.7 | 13.4 | 10,480,628 | 14.8 |
| | | 6,332,948 | 86.1 | 10.0 | 89,720,025 | 11.0 | 8,586,602 | 79.9 | 12.2 | 116,649,224 | 11.7 | 469,045 | 94.5 | 8.9 | 12,326,892 | 17.2 | 8,117,557 | 79.2 | 12.5 | 104,322,332 | 11.3 |
| | No less than 10MP | 11,994,234 | 90.6 | 240.5 | 85,864,448 | 217.3 | 11,873,386 | 90.7 | 234.2 | 87,308,164 | 225.1 | 787,187 | 103.9 | 100.3 | 7,906,174 | 130.8 | 11,086,199 | 89.9 | 258.7 | 79,401,990 | 242.5 |
| | | 151,611,465 | 92.1 | 156.2 | 1,158,757,195 | 133.6 | 175,706,297 | 91.7 | 156.8 | 1,382,410,589 | 130.1 | 16,383,951 | 97.5 | 90.0 | 174,533,738 | 101.8 | 159,322,346 | 91.2 | 169.7 | 1,207,876,851 | 135.5 |

(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 | | | | | |
|----------------------------|-------------------------------|------------|-------|-------------|-------------|---------------------|------------|-------|-------------|-------------|------------------------|------------|-------|-------------|-------------|-------------------|------------|-------|-------------|-------------|--------------------------|------------|-------|-------------|------------|-------|
| | Nov. | 3) | 4) | Jan.-Nov. | 5) | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | Nov. | 3) | 4)* | Jan.-Nov. | 5)* | |
| | | (%) | (%) | | (%) | | (%) | (%) | | (%) | | (%) | (%) | | (%) | | (%) | (%) | | (%) | | (%) | (%) | | (%) | |
| Digital Still Camera Total | 805,489 | 103.7 | 67.7 | 8,617,320 | 84.4 | 3,952,034 | 84.1 | 84.3 | 30,209,090 | 83.2 | 4,671,227 | 83.6 | 145.2 | 32,167,777 | 85.4 | 1,864,938 | 110.1 | 137.1 | 17,831,363 | 96.9 | 1,411,839 | 101.3 | 131.0 | 9,674,388 | 86.4 | |
| | 16,852,996 | 97.4 | 71.7 | 186,860,630 | 76.9 | 60,830,338 | 88.0 | 85.0 | 469,040,729 | 69.2 | 58,172,994 | 83.7 | 121.9 | 421,160,880 | 68.7 | 34,078,753 | 107.4 | 128.5 | 315,219,648 | 84.2 | 14,357,818 | 98.0 | 111.6 | 106,777,926 | 69.5 | |
| By Type | Camera with Built-in Lens | 720,130 | 108.3 | 65.4 | 7,659,936 | 84.7 | 3,478,795 | 82.5 | 80.9 | 26,707,536 | 81.1 | 4,357,926 | 84.9 | 148.6 | 29,808,247 | 85.6 | 1,612,900 | 110.9 | 130.2 | 15,942,958 | 94.6 | 1,380,475 | 101.2 | 130.9 | 9,459,692 | 86.1 |
| | | 12,033,702 | 105.1 | 66.3 | 137,838,441 | 78.5 | 39,517,583 | 82.4 | 69.0 | 317,936,048 | 63.7 | 45,336,160 | 89.2 | 128.0 | 321,526,927 | 68.8 | 19,734,682 | 106.4 | 99.4 | 212,011,765 | 75.5 | 12,954,974 | 97.6 | 108.5 | 97,158,422 | 67.6 |
| | SLR with Interchangeable Lens | 85,359 | 76.6 | 95.6 | 957,384 | 81.5 | 473,239 | 97.9 | 123.0 | 3,501,554 | 103.1 | 313,301 | 68.1 | 110.1 | 2,359,530 | 84.0 | 252,038 | 105.2 | 207.1 | 1,888,405 | 121.9 | 31,364 | 105.0 | 134.1 | 214,696 | 100.9 |
| | | 4,819,294 | 82.2 | 90.0 | 49,022,189 | 72.7 | 21,312,755 | 100.8 | 149.2 | 151,104,681 | 84.6 | 12,836,834 | 68.7 | 104.3 | 99,633,953 | 68.4 | 14,344,071 | 108.9 | 215.5 | 103,207,883 | 110.3 | 1,402,844 | 101.9 | 151.2 | 9,619,504 | 98.4 |
| By Number of Pixels | Less than 10MP | 18,302 | 98.5 | 4.5 | 711,146 | 17.0 | 186,317 | 99.3 | 6.6 | 3,073,058 | 12.7 | 410,752 | 62.7 | 21.9 | 3,728,510 | 14.2 | 54,975 | 90.4 | 10.1 | 1,444,274 | 13.2 | 161,795 | 112.7 | 19.4 | 2,234,786 | 23.9 |
| | | 469,045 | 94.5 | 8.9 | 12,326,892 | 17.2 | 2,023,387 | 94.6 | 6.5 | 31,034,824 | 9.3 | 3,923,027 | 65.9 | 20.3 | 35,820,069 | 11.1 | 633,400 | 89.8 | 10.1 | 15,715,588 | 9.9 | 1,537,743 | 106.2 | 18.4 | 21,751,851 | 19.3 |
| | No less than 10MP | 787,187 | 103.9 | 100.3 | 7,906,174 | 130.8 | 3,765,717 | 83.5 | 199.9 | 27,136,032 | 225.7 | 4,260,475 | 86.3 | 317.1 | 28,439,267 | 248.9 | 1,809,963 | 110.8 | 221.7 | 16,387,089 | 219.9 | 1,250,044 | 100.0 | 516.3 | 7,439,602 | 405.0 |
| | | 16,383,951 | 97.5 | 90.0 | 174,533,738 | 101.8 | 58,806,951 | 87.8 | 144.7 | 438,005,905 | 127.1 | 54,249,967 | 85.4 | 190.6 | 385,340,811 | 132.4 | 33,445,353 | 107.8 | 165.0 | 299,504,060 | 139.4 | 12,820,075 | 97.1 | 285.4 | 85,026,075 | 208.3 |

(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.