

Production, Shipment of Digital Still Camera
December, January-December 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)					
	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	7,087,075	55.3	134.9	103,040,969	88.7	7,363,694	58.0	123.2	105,863,632	88.4	1,130,975	140.4	126.2	9,748,295	87.7	6,232,719	52.4	122.7	96,115,337	88.5	
	99,132,601	62.8	117.1	1,347,609,821	76.3	121,738,737	66.1	118.6	1,620,798,550	74.9	20,843,127	123.7	104.1	207,703,757	79.0	100,895,610	60.3	122.1	1,413,094,793	74.3	
By Type	Camera with Built-in Lens	6,102,484	52.3	130.6	93,270,116	87.7	6,374,568	55.2	117.3	95,952,937	87.2	1,017,294	141.3	124.0	8,677,230	88.0	5,357,274	49.5	116.1	87,275,707	87.1
		63,237,903	54.0	110.0	998,463,519	74.0	75,469,053	58.2	104.2	1,161,940,656	70.9	15,240,387	126.6	103.0	153,078,828	80.4	60,228,666	51.2	104.6	1,008,861,828	69.7
	SLR with Interchangeable Lens	984,591	85.7	168.7	9,770,853	99.2	989,126	85.6	182.4	9,910,695	102.3	113,681	133.2	149.8	1,071,065	85.6	875,445	81.8	187.7	8,839,630	104.8
		35,894,698	87.8	132.0	349,146,302	83.9	46,269,684	84.6	152.8	458,857,894	87.3	5,602,740	116.3	107.2	54,624,929	75.2	40,666,944	81.5	162.3	404,232,965	89.3
By Number of Pixels	Less than 10MP	392,237	47.2	16.0	10,481,683	14.2	403,318	48.5	13.1	11,595,092	14.8	27,896	152.4	9.3	739,042	16.5	375,422	46.1	13.5	10,856,050	14.7
		3,358,136	53.0	13.0	93,078,161	11.1	4,640,944	54.0	13.9	121,290,168	11.8	609,244	129.9	13.1	12,936,136	17.0	4,031,700	49.7	14.1	108,354,032	11.3
	No less than 10MP	6,694,838	55.8	238.8	92,559,286	218.7	6,960,376	58.6	240.8	94,268,540	226.2	1,103,079	140.1	185.2	9,009,253	135.7	5,857,297	52.8	255.2	85,259,287	243.4
		95,774,465	63.2	162.8	1,254,531,660	135.5	117,097,793	66.6	168.8	1,499,508,382	132.5	20,233,883	123.5	131.7	194,767,621	104.3	96,863,910	60.8	179.3	1,304,740,761	138.0

(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					
	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	1,130,975	140.4	126.2	9,748,295	87.7	1,877,000	47.5	118.9	32,086,090	84.7	1,994,696	42.7	160.8	34,162,473	87.8	1,663,637	89.2	114.4	19,495,000	98.1	697,386	49.4	86.5	10,371,774	86.4	
	20,843,127	123.7	104.1	207,703,757	79.0	30,913,668	50.8	122.6	499,954,397	71.2	29,395,902	50.5	166.0	450,556,782	71.4	33,214,839	97.5	112.1	348,434,487	86.3	7,371,201	51.3	73.0	114,149,127	69.7	
By Type	Camera with Built-in Lens	1,017,294	141.3	124.0	8,677,230	88.0	1,536,658	44.2	111.1	28,244,194	82.4	1,753,119	40.2	148.3	31,561,366	87.6	1,395,645	86.5	111.1	17,338,603	95.7	671,852	48.7	85.0	10,131,544	86.0
		15,240,387	126.6	103.0	153,078,828	80.4	16,451,075	41.6	106.5	334,387,123	65.0	19,300,442	42.6	138.9	340,827,369	70.8	18,111,432	91.8	96.0	230,123,197	76.8	6,365,717	49.1	67.7	103,524,139	67.6
	SLR with Interchangeable Lens	113,681	133.2	149.8	1,071,065	85.6	340,342	71.9	174.0	3,841,896	106.9	241,577	77.1	418.4	2,601,107	90.7	267,992	106.3	135.9	2,156,397	123.5	25,534	81.4	161.0	240,230	105.1
		5,602,740	116.3	107.2	54,624,929	75.2	14,462,593	67.9	147.9	165,567,274	87.9	10,095,460	78.6	264.8	109,729,413	73.4	15,103,407	105.3	140.2	118,311,290	113.4	1,005,484	71.7	143.4	10,624,988	101.5
By Number of Pixels	Less than 10MP	27,896	152.4	9.3	739,042	16.5	70,758	38.0	8.3	3,143,816	12.5	171,915	41.9	21.4	3,900,425	14.4	31,350	57.0	5.9	1,475,624	12.8	101,399	62.7	17.0	2,336,185	23.5
		609,244	129.9	13.1	12,936,136	17.0	780,337	38.6	9.3	31,815,161	9.3	1,794,517	45.7	22.9	37,614,586	11.4	429,910	67.9	7.0	16,145,498	9.7	1,026,936	66.8	16.5	22,778,787	19.1
	No less than 10MP	1,103,079	140.1	185.2	9,009,253	135.7	1,806,242	48.0	248.2	28,942,274	227.0	1,822,781	42.8	418.4	30,262,048	255.1	1,632,287	90.2	176.8	18,019,376	215.1	595,987	47.7	286.1	8,035,589	392.9
		20,233,883	123.5	131.7	194,767,621	104.3	30,133,331	51.2	179.4	468,139,236	129.5	27,601,385	50.9	279.8	412,942,196	137.2	32,784,929	98.0	139.5	332,288,989	139.4	6,344,265	49.5	163.9	91,370,340	204.4

(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.