

Production, Shipment of Digital Still Cameras
January-December in 2010

Unit Upper:Pcs, Lower:1000Yen

| Item | Production | | Total Shipments | | Shipments to Japan | | Except for Shipments to Japan | | Shipments to Europe | | Shipments to Americas | | Shipments to Asia | | Shipments to Other Areas | |
|-------------------------------|-----------------------------|--------------------------|-----------------|--------------------------|--------------------|--------------------------|-------------------------------|--------------------------|---------------------|--------------------------|-----------------------|--------------------------|-------------------|--------------------------|--------------------------|--------------------------|
| | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) | Jan.-Dec | Year -on-Year Growth (%) |
| | Digital Still Cameras Total | 121,766,943 | 118.2 | 121,463,234 | 114.7 | 10,572,942 | 108.5 | 110,890,292 | 115.4 | 37,045,314 | 115.5 | 44,197,214 | 108.6 | 24,670,031 | 126.5 | 4,977,733 |
| | 1,372,441,386 | 101.8 | 1,643,253,101 | 101.4 | 198,136,152 | 95.4 | 1,445,116,949 | 102.3 | 459,250,261 | 91.9 | 519,283,932 | 101.0 | 408,975,407 | 117.4 | 57,607,349 | 113.9 |
| Cameras with Built-in Lens | 108,793,083 | 116.6 | 108,576,298 | 113.2 | 9,071,554 | 104.5 | 99,504,744 | 114.0 | 32,650,400 | 115.6 | 40,875,058 | 107.4 | 21,241,434 | 122.5 | 4,737,852 | 130.9 |
| | 977,401,007 | 97.9 | 1,139,862,966 | 98.1 | 133,744,241 | 87.4 | 1,006,118,725 | 99.7 | 306,080,820 | 91.5 | 396,493,088 | 98.3 | 254,846,201 | 110.7 | 48,698,616 | 118.5 |
| SLR with Interchangeable Lens | 12,973,860 | 132.8 | 12,886,936 | 130.0 | 1,501,388 | 140.2 | 11,385,548 | 128.8 | 4,394,914 | 114.4 | 3,322,156 | 126.2 | 3,428,597 | 159.0 | 239,881 | 115.3 |
| | 395,040,379 | 113.1 | 503,390,135 | 109.7 | 64,391,911 | 117.9 | 438,998,224 | 108.6 | 153,169,441 | 92.5 | 122,790,844 | 110.7 | 154,129,206 | 130.3 | 8,908,733 | 94.1 |

Note: Figures include decimal-adjusted numbers.

(Camera & Imaging Products Association)