

Production, Shipment of Digital Still Camera
February, January-February in 2010

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)*	Jan.-Feb.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	7,276,342	111.1	142.5	13,823,672	156.9	7,206,682	114.5	135.0	13,501,691	146.1	953,131	171.7	109.5	1,508,134	111.0	6,253,551	108.9	139.9	11,993,557	152.1	
	85,414,301	107.6	122.7	164,825,818	136.1	103,641,273	109.4	131.3	198,335,445	143.2	17,823,907	166.9	105.1	28,501,651	106.8	85,817,366	102.1	138.5	169,833,794	151.9	
By Type	Camera with Built-in Lens	6,540,590	111.8	138.4	12,392,063	152.1	6,457,275	114.9	130.9	12,074,971	141.9	847,194	172.9	102.0	1,337,251	104.4	5,610,081	109.4	136.8	10,737,720	148.6
		61,676,615	111.2	113.0	117,122,819	124.4	70,869,698	112.9	114.6	133,640,536	127.7	13,085,583	183.2	87.6	20,227,839	91.0	57,784,115	103.9	123.1	113,412,697	137.6
	SLR with Interchangeable Lens	735,752	105.7	193.5	1,431,609	215.2	749,407	110.6	183.6	1,426,720	194.0	105,937	163.1	264.4	170,883	217.4	643,470	105.1	174.8	1,255,837	191.2
		23,737,686	99.1	158.0	47,702,999	177.1	32,771,575	102.7	192.0	64,694,909	191.3	4,738,324	134.0	233.8	8,273,812	185.5	28,033,251	98.8	186.4	56,421,097	192.2

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas					
	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	953,131	171.7	109.5	1,508,134	111.0	2,161,115	97.5	143.8	4,378,376	152.7	2,384,152	146.8	138.5	4,008,246	146.7	1,401,251	82.9	127.6	3,092,011	159.0	307,033	147.7	209.5	514,924	151.1	
	17,823,907	166.9	105.1	28,501,651	106.8	28,749,753	95.7	134.1	58,794,605	138.6	28,679,152	135.7	139.6	49,819,762	154.2	24,830,829	82.5	138.7	54,944,398	169.5	3,557,632	130.9	170.7	6,275,029	135.3	
By Type	Camera with Built-in Lens	847,194	172.9	102.0	1,337,251	104.4	1,874,683	94.7	142.1	3,854,584	154.3	2,230,589	151.7	135.0	3,701,132	139.7	1,212,215	81.7	121.5	2,696,531	153.2	292,594	151.7	221.6	485,473	152.2
		13,085,583	183.2	87.6	20,227,839	91.0	18,085,747	91.5	123.7	37,841,649	135.5	21,938,738	149.5	120.6	36,617,097	130.1	14,785,205	77.5	117.3	33,866,995	149.5	2,974,425	140.8	197.1	5,086,956	136.9
	SLR with Interchangeable Lens	105,937	163.1	264.4	170,883	217.4	286,432	120.7	155.5	523,792	141.9	153,563	100.0	224.5	307,114	374.1	189,036	91.6	187.5	395,480	215.4	14,439	96.2	99.3	29,451	134.4
		4,738,324	134.0	233.8	8,273,812	185.5	10,664,006	103.6	156.4	20,952,956	144.5	6,740,414	104.3	286.1	13,202,665	316.1	10,045,624	91.1	189.8	21,077,403	215.9	583,207	96.4	101.4	1,188,073	129.0

(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.