

Production, Shipment of Digital Still Camera
May, January-May 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)					
	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	May.	3) (%)	4) (%)	Jan.-May.	5) (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	
Digital Still Camera Total	10,139,321	89.0	131.6	46,179,000	145.4	9,905,886	90.8	123.1	45,507,002	134.2	705,401	82.3	115.8	4,057,651	110.4	9,200,485	91.5	123.7	41,449,351	137.1	
	116,441,602	91.7	110.8	524,578,635	120.9	137,398,169	88.7	105.1	641,104,228	121.1	13,978,600	81.3	103.3	79,792,759	102.1	123,419,569	89.6	105.3	561,311,469	124.3	
By Type	Camera with Built-in Lens	9,045,440	87.1	130.7	41,867,550	144.3	8,867,583	89.7	122.0	41,208,346	132.8	591,675	79.7	111.4	3,524,468	106.2	8,275,908	90.5	122.8	37,683,878	136.0
		82,686,029	87.0	107.0	386,381,109	116.1	95,668,392	85.8	101.3	455,630,884	114.2	8,969,233	75.3	92.8	55,248,117	91.3	86,699,159	87.0	102.3	400,382,767	118.3
	SLR with Interchangeable Lens	1,093,881	109.1	139.5	4,311,450	157.3	1,038,303	101.2	133.2	4,298,656	149.3	113,726	99.1	145.4	533,183	148.8	924,577	101.5	131.9	3,765,473	149.4
		33,755,573	105.9	121.5	138,197,526	136.8	41,729,777	96.4	115.0	185,473,344	142.0	5,009,367	95.0	129.2	24,544,642	139.1	36,720,410	96.6	113.3	160,928,702	142.5

(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					
	May.	3) (%)	4) (%)	Jan.-May.	5) (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	May.	3) (%)	4)* (%)	Jan.-May.	5)* (%)	
Digital Still Camera Total	705,401	82.3	115.8	4,057,651	110.4	3,657,491	119.6	145.1	14,058,156	137.7	3,413,956	81.4	106.3	16,078,440	135.6	1,769,702	74.1	124.8	9,625,358	139.6	359,336	87.1	125.1	1,687,397	131.9	
	13,978,600	81.3	103.3	79,792,759	102.1	43,956,379	105.2	100.8	180,775,799	112.5	44,069,217	87.0	101.8	195,920,201	127.6	30,835,100	76.7	118.3	163,394,512	136.6	4,558,873	90.8	108.0	21,220,957	120.4	
By Type	Camera with Built-in Lens	591,675	79.7	111.4	3,524,468	106.2	3,291,964	122.9	151.4	12,578,216	140.1	3,102,384	78.8	102.6	14,993,826	133.4	1,533,191	72.3	121.3	8,492,637	135.2	348,369	86.8	126.9	1,619,199	133.1
		8,969,233	75.3	92.8	55,248,117	91.3	31,435,054	112.2	107.3	124,765,266	112.2	31,794,079	79.0	91.9	151,206,849	119.7	19,481,040	72.6	112.6	106,211,136	123.2	3,988,986	88.4	112.0	18,199,516	123.7
	SLR with Interchangeable Lens	113,726	99.1	145.4	533,183	148.8	365,527	96.6	105.5	1,479,940	120.5	311,572	122.1	165.8	1,084,614	175.6	236,511	88.9	153.6	1,132,721	184.9	10,967	96.4	85.6	68,198	108.3
		5,009,367	95.0	129.2	24,544,642	139.1	12,521,325	90.9	87.5	56,010,533	113.2	12,275,138	118.3	141.3	44,713,352	164.6	11,354,060	84.9	129.7	57,183,376	171.2	569,887	111.8	86.3	3,021,441	103.9

(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.