

Production, Shipment of Digital Still Camera
June, January-June 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)					
	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)	Jan.-Jun.	5)	Jun.	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,899,745	97.6	129.2	56,078,745	142.3	9,812,619	99.1	130.7	55,319,621	133.6	772,880	109.6	107.2	4,830,531	109.9	9,039,739	98.3	133.2	50,489,090	136.4	
	114,967,506	98.7	106.4	639,546,141	118.0	135,828,104	98.9	108.3	776,932,332	118.6	15,439,396	110.5	95.2	95,232,155	100.9	120,388,708	97.5	110.2	681,700,177	121.6	
By Type	Camera with Built-in Lens	8,816,302	97.5	130.7	50,683,852	141.7	8,746,709	98.6	132.4	49,955,055	132.7	649,734	109.8	106.0	4,174,202	106.2	8,096,975	97.8	135.1	45,780,853	135.8
		81,264,582	98.3	107.7	467,645,691	114.6	95,466,710	99.8	112.6	551,097,594	113.9	10,303,818	114.9	93.2	65,551,935	91.6	85,162,892	98.2	115.5	485,545,659	117.8
	SLR with Interchangeable Lens	1,083,443	99.0	118.6	5,394,893	147.6	1,065,910	102.7	118.7	5,364,566	142.0	123,146	108.3	114.2	656,329	140.8	942,764	102.0	119.3	4,708,237	142.2
		33,702,924	99.8	103.5	171,900,450	128.7	40,361,394	96.7	99.2	225,834,738	131.9	5,135,578	102.5	99.3	29,680,220	130.1	35,225,816	95.9	99.2	196,154,518	132.1

(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					
	Jun.	3)	4)	Jan.-Jun.	5)	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	772,880	109.6	107.2	4,830,531	109.9	3,165,122	86.5	138.5	17,223,278	137.9	3,620,796	106.1	128.8	19,699,236	134.3	1,810,041	102.3	126.6	11,435,399	137.4	443,780	123.5	171.0	2,131,177	138.5	
	15,439,396	110.5	95.2	95,232,155	100.9	37,940,111	86.3	94.6	218,715,910	108.9	45,723,140	103.8	117.7	241,643,341	125.6	31,558,736	102.3	119.9	194,953,248	133.6	5,166,721	113.3	132.3	26,387,678	122.6	
By Type	Camera with Built-in Lens	649,734	109.8	106.0	4,174,202	106.2	2,777,053	84.4	144.4	15,355,269	140.8	3,350,851	108.0	130.0	18,344,677	132.8	1,543,185	100.7	123.0	10,035,822	133.2	425,886	122.3	177.5	2,045,085	140.4
		10,303,818	114.9	93.2	65,551,935	91.6	25,493,174	81.1	103.6	150,258,440	110.7	35,476,924	111.6	122.1	186,683,773	120.1	19,623,803	100.7	114.9	125,834,939	121.8	4,568,991	114.5	154.2	22,768,507	128.8
	SLR with Interchangeable Lens	123,146	108.3	114.2	656,329	140.8	388,069	106.2	107.2	1,868,009	117.5	269,945	86.6	115.7	1,354,559	159.1	266,856	112.8	152.2	1,399,577	177.6	17,894	163.2	91.4	86,092	104.3
		5,135,578	102.5	99.3	29,680,220	130.1	12,446,937	99.4	80.2	68,457,470	105.3	10,246,216	83.5	104.6	54,959,568	148.7	11,934,933	105.1	129.1	69,118,309	162.1	597,730	104.9	63.5	3,619,171	94.0

(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.