

Production, Shipment of Digital Still Camera
July, January-July 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)					
	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	8,776,392	88.7	110.3	64,855,137	136.9	8,658,098	88.2	110.2	63,977,719	129.8	789,040	102.1	107.6	5,619,571	109.5	7,869,058	87.0	110.4	58,358,148	132.2	
	101,487,563	88.3	95.5	741,033,704	114.3	116,650,306	85.9	95.5	893,582,638	115.0	14,368,510	93.1	91.9	109,600,665	99.6	102,281,796	85.0	96.0	783,981,973	117.5	
By Type	Camera with Built-in Lens	7,724,656	87.6	108.4	58,408,508	136.2	7,658,140	87.6	107.8	57,613,195	128.7	667,432	102.7	102.4	4,841,634	105.7	6,990,708	86.3	108.3	52,771,561	131.4
		70,386,482	86.6	90.3	538,032,173	110.7	79,588,372	83.4	90.7	630,685,966	110.4	9,449,310	91.7	81.8	75,001,245	90.2	70,139,062	82.4	92.0	555,684,721	113.8
	SLR with Interchangeable Lens	1,051,736	97.1	126.3	6,446,629	143.7	999,958	93.8	133.1	6,364,524	140.5	121,608	98.8	149.3	777,937	142.1	878,350	93.2	131.2	5,586,587	140.3
		31,101,081	92.3	109.5	203,001,531	125.3	37,061,934	91.8	107.8	262,896,672	127.8	4,919,200	95.8	120.8	34,599,420	128.7	32,142,734	91.2	106.0	228,297,252	127.7

(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					
	Jul.	3)	4)	Jan.-Jul.	5)	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	Jul.	3)	4)*	Jan.-Jul.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	789,040	102.1	107.6	5,619,571	109.5	2,885,459	91.2	118.9	20,108,737	134.8	2,629,570	72.6	89.5	22,328,806	126.8	1,976,873	109.2	136.2	13,412,272	137.2	377,156	85.0	123.1	2,508,333	135.9	
	14,368,510	93.1	91.9	109,600,665	99.6	33,444,185	88.1	85.2	252,160,095	105.1	31,099,800	68.0	81.8	272,743,141	118.4	33,377,321	105.8	133.6	228,330,569	133.6	4,360,490	84.4	101.3	30,748,168	119.0	
By Type	Camera with Built-in Lens	667,432	102.7	102.4	4,841,634	105.7	2,531,574	91.2	118.6	17,886,843	137.2	2,429,482	72.5	88.7	20,774,159	125.5	1,674,000	108.5	129.1	11,709,822	132.6	355,652	83.5	125.1	2,400,737	137.9
		9,449,310	91.7	81.8	75,001,245	90.2	22,497,025	88.2	85.8	172,755,465	106.6	23,844,785	67.2	79.9	210,528,558	113.6	20,123,605	102.5	119.8	145,958,544	121.5	3,673,647	80.4	109.0	26,442,154	125.6
	SLR with Interchangeable Lens	121,608	98.8	149.3	777,937	142.1	353,885	91.2	120.8	2,221,894	118.0	200,088	74.1	99.7	1,554,647	147.8	302,873	113.5	196.6	1,702,450	180.7	21,504	120.2	97.5	107,596	102.8
		4,919,200	95.8	120.8	34,599,420	128.7	10,947,160	88.0	84.2	79,404,630	101.8	7,255,015	70.8	88.6	62,214,583	137.8	13,253,716	111.0	161.8	82,372,025	162.0	686,843	114.9	73.4	4,306,014	90.0

(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.