

Production, Shipment of Digital Still Camera
August, January-August 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)					
	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,650,400	110.0	106.3	74,505,537	132.0	9,629,445	111.2	99.4	73,607,164	124.8	899,662	114.0	97.1	6,519,233	107.6	8,729,783	110.9	99.6	67,087,931	126.8	
	108,849,984	107.3	93.1	849,883,688	111.1	124,406,143	106.6	83.2	1,017,988,781	109.8	16,097,574	112.0	79.9	125,698,239	96.6	108,308,569	105.9	83.7	892,290,542	112.0	
By Type	Camera with Built-in Lens	8,691,837	112.5	105.7	67,100,345	131.3	8,651,882	113.0	98.3	66,265,077	123.7	795,133	119.1	94.0	5,636,767	103.8	7,856,749	112.4	98.7	60,628,310	126.0
		79,241,233	112.6	91.2	617,273,406	107.7	89,377,346	112.3	84.1	720,063,312	106.2	11,832,494	125.2	75.3	86,833,739	87.8	77,544,852	110.6	85.6	633,229,573	109.4
	SLR with Interchangeable Lens	958,563	91.1	112.4	7,405,192	138.7	977,563	97.8	110.8	7,342,087	135.7	104,529	86.0	130.1	882,466	140.6	873,034	99.4	108.8	6,459,621	135.0
		29,608,751	95.2	98.7	232,610,282	121.2	35,028,797	94.5	81.1	297,925,469	119.7	4,265,080	86.7	96.1	38,864,500	124.1	30,763,717	95.7	79.3	259,060,969	119.1

(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					
	Aug.	3)	4)	Jan.-Aug.	5)	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	Aug.	3)	4)*	Jan.-Aug.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	899,662	114.0	97.1	6,519,233	107.6	2,702,373	93.7	91.9	22,811,110	127.7	3,147,316	119.7	88.2	25,476,122	120.3	2,527,155	127.8	130.1	15,939,427	136.0	352,939	93.6	114.5	2,861,272	132.9	
	16,097,574	112.0	79.9	125,698,239	96.6	31,434,304	94.0	69.8	283,594,399	99.5	35,744,681	114.9	78.0	308,487,822	111.7	37,144,041	111.3	107.7	265,474,610	129.2	3,985,543	91.4	98.0	34,733,711	116.2	
By Type	Camera with Built-in Lens	795,133	119.1	94.0	5,636,767	103.8	2,397,804	94.7	91.5	20,284,647	129.6	2,865,114	117.9	86.3	23,639,273	118.9	2,258,361	134.9	130.6	13,968,183	132.3	335,470	94.3	114.9	2,736,207	134.6
		11,832,494	125.2	75.3	86,833,739	87.8	21,415,271	95.2	71.8	194,170,736	101.2	26,738,984	112.1	77.0	237,267,542	107.8	25,996,972	129.2	114.4	171,955,516	120.4	3,393,625	92.4	102.9	29,835,779	122.5
	SLR with Interchangeable Lens	104,529	86.0	130.1	882,466	140.6	304,569	86.1	94.6	2,526,463	114.6	282,202	141.0	112.5	1,836,849	141.0	268,794	88.7	126.1	1,971,244	170.7	17,469	81.2	107.2	125,065	103.4
		4,265,080	86.7	96.1	38,864,500	124.1	10,019,033	91.5	66.0	89,423,663	96.0	9,005,697	124.1	81.4	71,220,280	126.7	11,147,069	84.1	94.7	93,519,094	149.4	591,918	86.2	76.9	4,897,932	88.2

(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.