

Production, Shipment of Digital Still Camera  
November, January-November 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) |            |       |               |             |       |
|----------------------------|-------------------------------|------------|-------|---------------|-------------|---------------------------|-------------|-------|---------------|---------------|-------------------|------------|-------|-------------|-------------|--|------------|-------|---------------|-------------|-------|
|                            | Nov.                          | 3)         | 4)*   | Jan.-Nov.     | 5)*         | Nov.                      | 3)          | 4)*   | Jan.-Nov.     | 5)*           | Nov.              | 3)         | 4)    | Jan.-Nov.   | 5)          | Nov.   | 3)         | 4)*   | Jan.-Nov.     | 5)*         |       |
|                            |                               | (%)        | (%)   |               | (%)         |                           | (%)         | (%)   |               | (%)           |                   | (%)        | (%)   |             | (%)         |  | (%)        | (%)   |               | (%)         |       |
| Digital Still Camera Total | 12,374,471                    | 92.1       | 96.5  | 113,208,441   | 118.0       | 12,656,288                | 92.8        | 99.6  | 112,897,411   | 114.6         | 936,956           | 109.0      | 116.3 | 9,371,139   | 108.7       | 11,719,332   | 91.7       | 98.5  | 103,526,272   | 115.2       |       |
|                            | 136,742,110                   | 94.9       | 86.6  | 1,270,525,709 | 101.8       | 166,128,716               | 97.2        | 90.1  | 1,521,827,028 | 101.5         | 16,127,177        | 99.9       | 95.7  | 178,081,329 | 95.3        | 150,001,539  | 96.9       | 89.6  | 1,343,745,699 | 102.4       |       |
| By Type                    | Camera with Built-in Lens     | 10,854,639 | 90.4  | 93.0          | 101,568,377 | 116.5                     | 11,127,124  | 91.1  | 96.3          | 101,334,493   | 113.1             | 803,784    | 113.5 | 111.6       | 8,059,611   | 105.2  | 10,323,340 | 89.7  | 95.3          | 93,274,882  | 113.9 |
|                            |                               | 93,977,902 | 92.1  | 80.3          | 914,351,929 | 97.8                      | 110,409,320 | 93.5  | 85.2          | 1,068,245,722 | 98.3              | 10,495,522 | 108.7 | 87.2        | 120,966,975 | 87.8   | 99,913,798 | 92.1  | 85.0          | 947,278,747 | 99.9  |
|                            | SLR with Interchangeable Lens | 1,519,832  | 106.1 | 132.3         | 11,640,064  | 132.5                     | 1,529,164   | 107.9 | 132.4         | 11,562,918    | 129.6             | 133,172    | 87.9  | 156.0       | 1,311,528   | 137.0  | 1,395,992  | 110.2 | 130.5         | 10,251,390  | 128.7 |
|                            |                               | 42,764,208 | 101.8 | 104.7         | 356,173,780 | 113.7                     | 55,719,396  | 105.5 | 101.8         | 453,581,306   | 109.9             | 5,631,655  | 86.9  | 116.9       | 57,114,354  | 116.5  | 50,087,741 | 108.1 | 100.4         | 396,466,952 | 109.0 |

(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 |           |       |            |            |       |
|----------------------------|-------------------------------|------------|-------|-------------|-------------|---------------------|------------|-------|-------------|-------------|-----------------------|------------|-------|-------------|-------------|-------------------|------------|-------|-------------|-------------|--------------------------|-----------|-------|------------|------------|-------|
|                            | Nov.                          | 3)         | 4)    | Jan.-Nov.   | 5)          | Nov.                | 3)         | 4)*   | Jan.-Nov.   | 5)*         | Nov.                  | 3)         | 4)*   | Jan.-Nov.   | 5)*         | Nov.              | 3)         | 4)*   | Jan.-Nov.   | 5)*         | Nov.                     | 3)        | 4)*   | Jan.-Nov.  | 5)*        |       |
|                            |                               | (%)        | (%)   |             | (%)         |                     | (%)        | (%)   |             | (%)         |                       | (%)        | (%)   |             | (%)         |                   | (%)        | (%)   |             | (%)         |                          | (%)       | (%)   |            | (%)        |       |
| Digital Still Camera Total | 936,956                       | 109.0      | 116.3 | 9,371,139   | 108.7       | 4,138,099           | 96.3       | 104.7 | 34,897,096  | 115.5       | 5,128,891             | 86.5       | 91.9  | 41,449,230  | 108.3       | 1,857,413         | 97.4       | 99.6  | 22,457,216  | 125.9       | 594,929                  | 92.6      | 118.2 | 4,722,730  | 131.7      |       |
|                            | 16,127,177                    | 99.9       | 95.7  | 178,081,329 | 95.3        | 51,672,654          | 100.9      | 84.9  | 428,966,724 | 91.5        | 59,956,250            | 92.1       | 90.4  | 488,050,577 | 101.6       | 31,944,691        | 101.2      | 93.7  | 371,873,662 | 118.0       | 6,427,944                | 92.4      | 103.4 | 54,854,736 | 115.3      |       |
| By Type                    | Camera with Built-in Lens     | 803,784    | 113.5 | 111.6       | 8,059,611   | 105.2               | 3,565,064  | 93.6  | 102.5       | 30,911,969  | 115.7                 | 4,667,273  | 84.8  | 88.7        | 38,396,562  | 107.1             | 1,528,946  | 96.6  | 94.8        | 19,463,219  | 122.1                    | 562,057   | 92.4  | 118.1      | 4,503,132  | 132.4 |
|                            |                               | 10,495,522 | 108.7 | 87.2        | 120,966,975 | 87.8                | 32,207,203 | 94.3  | 81.5        | 290,008,473 | 91.2                  | 44,309,874 | 87.9  | 83.1        | 374,724,263 | 98.7              | 18,098,478 | 99.6  | 91.7        | 235,931,346 | 111.3                    | 5,298,243 | 91.8  | 107.0      | 46,614,665 | 119.6 |
|                            | SLR with Interchangeable Lens | 133,172    | 87.9  | 156.0       | 1,311,528   | 137.0               | 573,035    | 118.2 | 121.1       | 3,985,127   | 113.8                 | 461,618    | 108.8 | 145.6       | 3,052,668   | 127.8             | 328,467    | 101.6 | 130.3       | 2,993,997   | 158.5                    | 32,872    | 97.1  | 119.5      | 219,598    | 117.9 |
|                            |                               | 5,631,655  | 86.9  | 116.9       | 57,114,354  | 116.5               | 19,465,451 | 114.2 | 91.3        | 138,958,251 | 92.0                  | 15,646,376 | 106.6 | 120.6       | 113,326,314 | 112.6             | 13,846,213 | 103.2 | 96.5        | 135,942,316 | 131.7                    | 1,129,701 | 95.3  | 89.4       | 8,240,071  | 95.9  |

(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.