

Production, Shipment of Digital Still Camera
December, January-December in 2010

Unit Upper: PCS, Lower: 1,000 Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	8,558,502	69.2	120.8	121,766,943	118.2	8,565,823	67.7	116.3	121,463,234	114.7	1,201,803	128.3	106.3	10,572,942	108.5	7,364,020	62.8	118.2	110,890,292	115.4	
	101,915,677	74.5	102.8	1,372,441,386	101.8	121,426,073	73.1	99.7	1,643,253,101	101.4	20,054,823	124.4	96.2	198,136,152	95.4	101,371,250	67.6	100.5	1,445,116,949	102.3	
By Type	Camera with Built-in Lens	7,224,706	66.6	118.4	108,793,083	116.6	7,241,805	65.1	113.6	108,576,298	113.2	1,011,943	125.9	99.5	9,071,554	104.5	6,229,862	60.3	116.3	99,504,744	114.0
		63,049,078	67.1	99.7	977,401,007	97.9	71,617,244	64.9	94.9	1,139,862,966	98.1	12,777,266	121.7	83.8	133,744,241	87.4	58,839,978	58.9	97.7	1,006,118,725	99.7
	SLR with Interchangeable Lens	1,333,796	87.8	135.5	12,973,860	132.8	1,324,018	86.6	133.9	12,886,936	130.0	189,860	142.6	167.0	1,501,388	140.2	1,134,158	81.2	129.6	11,385,548	128.8
		38,866,599	90.9	108.3	395,040,379	113.1	49,808,829	89.4	107.6	503,390,135	109.7	7,277,557	129.2	129.9	64,391,911	117.9	42,531,272	84.9	104.6	438,998,224	108.6

(By Destination)

Unit Upper: PCS, Lower: 1,000 Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas					
	Dec.	3)	4)	Jan.-Dec.	5)	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	Dec.	3)	4)*	Jan.-Dec.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	1,201,803	128.3	106.3	10,572,942	108.5	2,148,218	51.9	114.4	37,045,314	115.5	2,747,984	53.6	112.1	44,197,214	108.6	2,212,815	119.1	133.0	24,670,031	126.5	255,003	42.9	106.2	4,977,733	130.1	
	20,054,823	124.4	96.2	198,136,152	95.4	30,283,537	58.6	98.0	459,250,261	91.9	31,233,355	52.1	92.5	519,283,932	101.0	37,101,745	116.1	111.7	408,975,407	117.4	2,752,613	42.8	91.8	57,607,349	113.9	
By Type	Camera with Built-in Lens	1,011,943	125.9	99.5	9,071,554	104.5	1,738,431	48.8	113.1	32,650,400	115.6	2,478,496	53.1	112.3	40,875,058	107.4	1,778,215	116.3	127.4	21,241,434	122.5	234,720	41.8	107.5	4,737,852	130.9
		12,777,266	121.7	83.8	133,744,241	87.4	16,072,347	49.9	97.7	306,080,820	91.5	21,768,825	49.1	92.5	396,493,088	98.3	18,914,855	104.5	104.4	254,846,201	110.7	2,083,951	39.3	98.0	48,698,616	118.5
	SLR with Interchangeable Lens	189,860	142.6	167.0	1,501,388	140.2	409,787	71.5	120.4	4,394,914	114.4	269,488	58.4	109.8	3,322,156	126.2	434,600	132.3	162.2	3,428,597	159.0	20,283	61.7	93.1	239,881	115.3
		7,277,557	129.2	129.9	64,391,911	117.9	14,211,190	73.0	98.3	153,169,441	92.5	9,464,530	60.5	92.5	122,790,844	110.7	18,186,890	131.3	120.4	154,129,206	130.3	668,662	59.2	76.8	8,908,733	94.1

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

2) Interchangeable lenses included standard lenses also , 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.