

Production, Shipment of Digital Still Camera
December, January-December in 2012

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	4,634,446	56.4	64.1	100,374,356	87.6	4,857,810	60.6	64.8	98,139,157	85.0	1,080,536	138.4	95.8	9,153,969	96.3	3,777,274	52.2	59.3	88,985,188	83.9
	71,997,195	70.6	95.5	1,189,255,718	102.0	83,706,599	71.1	96.3	1,468,114,660	101.1	18,055,004	125.9	124.1	164,102,178	101.2	65,651,595	63.5	90.7	1,304,012,482	101.1

By Type	Camera with Built-in Lens	2,967,017	48.5	48.9	79,285,086	80.2	3,422,282	56.1	53.7	77,982,104	78.1	851,639	148.6	88.0	7,321,791	91.1	2,570,643	46.5	47.6	70,660,313	77.0
				26,219,337	53.7	53.4	617,326,701	80.5	33,365,552	61.3	63.0	714,951,267	77.9	9,146,632	139.8	102.7	87,113,905	82.8	24,218,920	50.6	55.0
By Type	Camera with Interchangeable Lens	1,667,429	79.7	143.0	21,089,270	134.0	1,435,528	74.7	127.8	20,157,053	128.4	228,897	110.0	143.1	1,832,178	124.7	1,206,631	70.4	125.3	18,324,875	128.8
By Type	Single Lens Reflex	1,343,709	89.3		16,860,535		1,116,336	84.0		16,200,451		112,959	124.1		1,017,712		1,003,377	81.1		15,182,739	
By Type	Non-Reflex 5)*	323,720	55.0		4,228,735		319,192	53.7		3,956,602		115,938	99.1		814,466		203,254	42.6		3,142,136	
		7,800,831	56.8		99,110,048		11,548,712	56.2		125,220,077		3,869,589	94.0		27,884,554		7,679,123	46.8		97,335,523	

(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				
	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,080,536	138.4	95.8	9,153,969	96.3	1,395,195	46.9	66.2	32,451,434	91.1	1,102,707	46.1	53.8	29,060,635	75.9	1,083,229	72.7	55.0	23,736,566	88.0	196,143	51.7	80.9	3,736,553	72.5
	18,055,004	125.9	124.1	164,102,178	101.2	20,990,761	53.7	101.2	430,230,451	102.8	15,724,941	50.6	65.9	385,173,474	91.3	26,630,068	93.3	103.5	448,273,664	111.8	2,305,825	48.9	113.5	40,334,893	82.9

By Type	Camera with Built-in Lens	851,639	148.6	88.0	7,321,791	91.1	915,835	39.9	52.5	25,455,062	83.6	841,989	44.3	47.2	24,258,065	70.4	640,696	64.0	38.6	17,534,555	79.6	172,123	52.3	78.6	3,412,631	70.1
				9,146,632	139.8	102.7	87,113,905	82.8	7,856,580	42.7	66.0	208,661,543	81.8	7,730,216	46.5	47.5	214,140,387	70.7	7,339,608	74.5	50.7	176,796,766	82.6	1,292,516	43.9	93.7
By Type	Camera with Interchangeable Lens	228,897	110.0	143.1	1,832,178	124.7	479,360	70.0	132.1	6,996,372	135.5	260,718	53.2	97.5	4,802,570	124.8	442,533	90.5	143.0	6,202,011	125.8	24,020	47.8	102.3	323,922	115.1
By Type	Single Lens Reflex	8,908,372	114.3	157.8	76,988,273	135.2	13,134,181	63.5	148.5	221,568,908	135.6	7,994,725	55.3	105.3	171,033,087	143.9	19,290,460	103.2	171.1	271,476,898	145.2	1,013,309	57.1	155.5	12,096,227	145.8
By Type	Non-Reflex 5)*	112,959	124.1		1,017,712		432,314	79.2		6,093,358		228,642	60.8		4,059,510		325,975	112.3		4,803,627		16,446	65.0		226,244	
		5,038,783	137.1		49,103,719		11,275,612	71.7		193,973,104		6,889,350	62.8		148,646,649		14,911,112	127.3		227,947,621		677,478	87.6		8,272,223	
		115,938	99.1		814,466		47,046	33.8		903,014		32,076	28.1		743,060		116,558	58.6		1,398,384		7,574	30.4		97,678	
		3,869,589	94.0		27,884,554		1,858,569	37.5		27,595,804		1,105,375	31.7		22,386,438		4,379,348	62.7		43,529,277		335,831	33.6		3,824,004	

(Camera & Imaging Products Association)

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

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.