

Shipment of Photo Printers for Consumer use, under A4 size  
March, January-March in 2011

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	49,877	75.8	85.3	168,730	112.8	9,299	81.7	90.5	28,805	65.0	40,578	74.6	84.2	139,925	133.0
	291,704	87.7	68.6	761,863	67.8	37,163	-1,407.2	40.4	-110,409	-29.7	254,541	75.9	76.4	872,272	116.0

(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				
	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3	Mar.	*1	*2	Jan.-Mar.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	9,299	81.7	90.5	28,805	65.0	16,723	79.6	70.5	57,744	123.4	10,362	79.4	94.7	31,332	108.5	15,633	88.0	128.8	50,399	194.7	-2,140	-82.6	-151.8	450	12.4
	37,163	-1,407.2	40.4	-110,409	-29.7	103,388	80.2	65.8	357,770	110.0	65,372	80.0	85.1	196,095	90.3	98,030	86.6	105.7	319,367	164.1	-12,249	-108.5	-190.9	-960	-6.5

\*1 Comparison over the previous month. \*2 Comparison over the same month a year ago. \*3 Comparison over the same period a year ago.

(Camera & Imaging Products Association)

- Note : 1) The shipment of printers without PictBridge has been included in the data in addition to the shipment of printers that supports PictBridge since April, 2010.  
2) Year-over-year comparison of the shipment of April, 2010 through March, 2011 will be compared with the previous year's shipment of printers that supports PictBridge.