

Shipment of Photo Printers for Consumer use, under A4 size
August, January-August in 2010

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)
Photo Printers, under A4 size	81,145	198.8	137.3	466,089	85.0	17,826	291.4	106.5	97,963	53.7	63,319	182.4	149.4	368,126	100.6
	627,271	194.2	136.9	3,497,798	80.9	221,080	498.5	197.4	839,766	56.5	406,191	145.7	117.3	2,658,032	93.6

(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.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)	Aug.	*1 (%)	*2 (%)	Jan.-Aug.	*3 (%)
Photo Printers, under A4 size	17,826	291.4	106.5	97,963	53.7	26,433	322.8	178.4	155,321	218.1	14,086	155.0	95.8	88,802	68.5	21,312	130.6	204.8	115,514	85.2	1,488	133.9	60.9	8,489	28.6
	221,080	498.5	197.4	839,766	56.5	161,074	264.2	124.4	1,056,691	168.5	96,042	120.2	82.0	664,108	68.7	141,410	110.4	167.9	885,424	82.1	7,665	78.5	49.7	51,809	31.2

*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.
3) YoY of the shipment to Americas in 2010 is compared with the shipment of North America, 2009