

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

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)
Photo Printers, under A4 size	176,567	103.0	188.6	814,036	104.6	59,584	124.4	218.9	205,441	83.5	116,983	94.7	176.1	608,595	114.4
	2,170,743	121.2	247.4	7,460,303	115.9	1,387,297	138.0	388.2	3,232,136	141.8	783,446	99.6	150.6	4,228,167	101.7

(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				
	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)	Oct.	*1 (%)	*2 (%)	Jan.-Oct.	*3 (%)
Photo Printers, under A4 size	59,584	124.4	218.9	205,441	83.5	51,479	138.5	171.6	243,974	165.7	41,178	79.7	184.6	181,631	95.5	20,713	65.4	273.0	167,885	108.3	3,613	120.3	55.3	15,105	38.2
	1,387,297	138.0	388.2	3,232,136	141.8	363,579	153.9	145.4	1,656,441	132.1	238,592	73.0	156.6	1,229,377	87.6	153,725	74.2	266.3	1,246,365	99.9	27,550	165.7	45.8	95,984	38.0

*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