

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

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipments(Worldwide)					Shipments to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Dec.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	72,684	52.5	104.8	1,025,297	105.6	34,804	47.2	84.7	313,985	90.1	37,880	58.4	134.2	711,312	114.4
	839,849	35.8	126.9	10,647,910	125.9	587,829	30.6	131.4	5,738,335	159.9	252,020	58.7	117.3	4,909,575	100.8

(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.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3	Dec.	*1	*2	Jan.-Dec.	*3
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Photo Printers, under A4 size	34,804	47.2	84.7	313,985	90.1	15,986	85.6	250.5	278,635	164.5	3,240	13.0	34.5	209,722	90.3	18,359	101.9	153.5	204,255	114.7	295	8.9	58.0	18,700	44.2
	587,829	30.6	131.4	5,738,335	159.9	95,788	79.4	167.0	1,872,901	128.8	20,772	14.0	33.0	1,398,362	81.9	133,455	97.0	146.6	1,517,455	106.0	2,005	8.8	58.7	120,857	43.5

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