

Shipment of Photo Printers for Consumer use, under A4 size
October, January-October in 2008

Unit Upper: Pcs, Lower: 1,000Yen

Item	Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+N.America+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	157,252	57.4	49.1	1,801,995	108.6	49,479	71.6	55.7	439,381	89.6	107,773	52.6	46.6	1,362,614	116.6
	1,447,893	62.2	46.3	15,336,707	90.2	485,692	68.2	47.8	4,102,344	79.1	962,201	59.5	45.6	11,234,363	95.0

Unit Upper: Pcs, Lower: 1,000Yen

(By Destination)

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					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	49,479	71.6	55.7	439,381	89.6	50,446	40.9	49.6	626,245	116.4	30,846	55.5	30.9	422,060	100.0	15,904	88.8	108.5	245,002	158.8	10,577	132.1	71.6	69,307	127.0
	485,692	68.2	47.8	4,102,344	79.1	438,823	48.1	43.9	4,909,224	85.3	250,956	53.6	30.3	3,396,338	89.7	170,338	101.3	117.1	2,266,023	137.0	102,084	148.8	73.3	662,778	106.3

See Note 1),2),3)

(Camera & Imaging Products Association)

Note : 1) Comparison over the previous month.

2) Comparison over the same month a year ago.

3) Comparison over the same period a year ago.

*Target products for research: A"Photo Printer for consumer use, under A4 size, shipped with PictBridge"