



Camera & Imaging Products Association
JCII Bldg. 25, Ichiban-cho, Chiyoda-ku,
Tokyo 102-0082 JAPAN
TEL. +81-3-5276-3891 FAX. +81-3-5276-3893

PRESS RELEASE

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Camera & Imaging Products Association (CIPA)

Introduction of New Statistical Classification in Digital Camera

The Camera & Imaging Products Association (CIPA, President: Makoto Kimura) will introduce a new classification into its monthly digital camera statistics.

1. Name and scope of the new statistical classification

Interchangeable lens cameras will be broken down into Single Lens Reflex (cameras) and “Non-reflex” (cameras).

“Non-reflex” will include cameras such as so-called mirrorless cameras and compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras. This will enhance the statistics of interchangeable lens cameras, which are becoming more diverse in addition to Single Lens Reflex.

2. Timing of the introduction

Trial figures for the new statistical classification covering three-month periods starting in the middle of 2011 will be released with the current release of statistics.

Regular figures for the new statistical classification will start to be included with the release of monthly figures from January 2012.

3. 2011 figures for the new statistical classification

Total figures for July-Sept. and Oct.-Dec. for the new statistical classification are provided as an attachment to the annual figures for digital cameras and lens for cameras with interchangeable lens.

**Production, Shipments of Digital Cameras and Interchangeable Lenses
January-December in 2011**

**Production and Shipments of Digital Cameras
2011 (total for Jan.-Dec.)**

Unit Upper:PCS,Lower:1,000Yen

Item	Production		Total Shipments		Shipments to Japan		Shipments to countries other than Japan		Europe		Americas		Asia		Others	
	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)
	Digital Cameras (total)	114,624,757	94.1	115,524,250	95.1	9,508,967	89.9	106,015,283	95.6	35,613,406	96.1	38,281,714	86.6	26,968,377	109.3	5,151,786
	1,165,538,012	84.9	1,452,242,466	88.4	162,143,248	81.8	1,290,099,218	89.3	418,453,712	91.1	421,934,159	81.3	401,031,833	98.1	48,679,514	84.5
Built-in Lens Cameras	98,882,718	90.9	99,830,469	91.9	8,039,565	88.6	91,790,904	92.2	30,449,249	93.3	34,433,710	84.2	22,037,692	103.7	4,870,253	102.8
	766,886,400	78.5	917,673,875	80.5	105,200,670	78.7	812,473,205	80.8	255,005,811	83.3	303,068,928	76.4	214,017,627	84.0	40,380,839	82.9
Interchangeable Lens Cameras	15,742,039	121.3	15,693,781	121.8	1,469,402	97.9	14,224,379	124.9	5,164,157	117.5	3,848,004	115.8	4,930,685	143.8	281,533	117.4
	398,651,612	100.9	534,568,591	106.2	56,942,578	88.4	477,626,013	108.8	163,447,901	106.7	118,865,231	96.8	187,014,206	121.3	8,298,675	93.2

(Camera & Imaging Products Association)

**Production and Shipments of Interchangeable Lenses
2011 (total for Jan.-Dec.)**

Unit Upper:PCS,Lower:1,000Yen

Item	Production		Total Shipments		Shipments to Japan		Shipments to countries other than Japan		Europe		Americas		Asia		Other	
	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)	Jan.-Dec.	YoY Growth (%)
	Interchangeable Lenses (total)	26,265,698	120.5	26,014,647	119.9	2,695,986	102.4	23,318,661	122.3	8,106,031	114.6	6,848,139	111.2	7,786,381	145.2	578,110
	276,405,904	106.5	417,564,537	107.2	47,407,139	92.1	370,157,398	109.5	117,023,263	104.3	104,688,814	100.6	140,579,695	123.5	7,865,626	101.6
Lenses for 35mm format Cameras	5,826,753	113.6	5,721,581	112.1	285,305	88.3	5,436,276	113.7	1,763,816	115.4	1,582,268	100.2	1,967,285	125.3	122,907	117.3
	119,284,977	102.5	182,761,315	102.7	12,839,797	86.2	169,921,518	104.2	50,625,058	105.5	47,701,449	93.3	68,861,607	112.8	2,733,404	94.9
Lenses for smaller than 35mm format Cameras	20,438,945	122.6	20,293,066	122.3	2,410,681	104.3	17,882,385	125.2	6,342,215	114.4	5,265,871	115.0	5,819,096	153.4	455,203	126.4
	157,120,927	109.8	234,803,222	111.0	34,567,342	94.6	200,235,880	114.5	66,398,205	103.4	56,987,365	107.5	71,718,088	135.7	5,132,222	105.6

(Camera & Imaging Products Association)

Inquiries concerning this press release:

Camera & Imaging Products Association

In Charge of Statistics

e-mail : infostat@cipa.jp

Camera & Imaging Products Association
Introduction of New Statistical Classification in Digital Camera-Attachment (2)
Production and Shipments Table

Figures for New Statistical Classification of Digital Camera (July-Sept. and Oct.-Dec. 2011)

Unit Upper:PCS,Lower:1,000Yen

Item	Production			Total Shipments			Shipments to Japan			Shipments to countries other than Japan		
	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.
Digital Cameras (total)	35,473,761	26,859,780	62,333,541	34,675,935	28,581,133	63,257,068	2,549,495	2,696,056	5,245,551	32,126,440	25,885,077	58,011,517
	376,373,506	257,327,081	633,700,587	446,869,163	333,360,806	780,229,969	45,392,178	41,562,245	86,954,423	401,476,985	291,798,561	693,275,546

By type	Built-in Lens Cameras	29,752,313	23,607,719	53,360,032	29,172,186	25,138,462	54,310,648	2,110,344	2,283,766	4,394,110	27,061,842	22,854,696	49,916,538
		232,727,463	180,157,388	412,884,851	264,467,826	222,784,209	487,252,035	28,263,049	26,307,781	54,570,830	236,204,777	196,476,428	432,681,205
	Single Lens Reflex	4,502,468	2,390,014	6,892,482	4,406,246	2,508,453	6,914,699	253,830	205,020	458,850	4,152,416	2,303,433	6,455,849
		116,830,565	58,956,260	175,786,825	157,250,887	85,260,055	242,510,942	11,239,567	8,924,898	20,164,465	146,011,320	76,335,157	222,346,477
	Non-reflex	1,218,980	862,047	2,081,027	1,097,503	934,218	2,031,721	185,321	207,270	392,591	912,182	726,948	1,639,130
		26,815,478	18,213,433	45,028,911	25,150,450	25,316,542	50,466,992	5,889,562	6,329,566	12,219,128	19,260,888	18,986,976	38,247,864
	Interchangeable Lens Cameras (total)	5,721,448	3,252,061	8,973,509	5,503,749	3,442,671	8,946,420	439,151	412,290	851,441	5,064,598	3,030,381	8,094,979
		143,646,043	77,169,693	220,815,736	182,401,337	110,576,597	292,977,934	17,129,129	15,254,464	32,383,593	165,272,208	95,322,133	260,594,341

Unit Upper:volume(%),Lower:value(%)

Ref: "Non-reflex" Cameras as percentage of Interchangeable Lens Cameras (total)

21.3	26.5	23.2	19.9	27.1	22.7	42.2	50.3	46.1	18.0	24.0	20.2
18.7	23.6	20.4	13.8	22.9	17.2	34.4	41.5	37.7	11.7	19.9	14.7

(Breakdown of shipments by region)

Unit Upper:PCS,Lower:1,000Yen

Item	Shipments to Europe			Shipments to Americas			Shipments to Asia			Shipments to Other		
	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.	July-Sept.	Oct.-Dec.	July-Dec.
Digital Cameras (total)	10,358,186	8,826,306	19,184,492	11,149,581	10,361,642	21,511,223	9,067,881	5,401,033	14,468,914	1,550,792	1,296,096	2,846,888
	126,368,086	89,530,968	215,899,054	123,056,723	116,126,860	239,183,583	136,995,567	74,838,747	211,834,314	15,056,609	11,301,986	26,358,595

By type	Built-in Lens Cameras	8,585,103	7,669,790	16,254,893	9,814,121	9,445,143	19,259,264	7,212,843	4,532,332	11,745,175	1,449,775	1,207,431	2,657,206
		70,893,173	57,423,564	128,316,737	83,439,758	88,773,634	172,213,392	69,762,762	41,410,778	111,173,540	12,109,084	8,868,452	20,977,536
	Single Lens Reflex	1,470,125	912,784	2,382,909	1,168,394	713,566	1,881,960	1,443,085	608,615	2,051,700	70,812	68,468	139,280
		48,716,067	26,150,363	74,866,430	36,162,715	21,886,597	58,049,312	58,882,436	26,354,247	85,236,683	2,250,102	1,943,950	4,194,052
	Non-reflex	302,958	243,732	546,690	167,066	202,933	369,999	411,953	260,086	672,039	30,205	20,197	50,402
		6,758,846	5,957,041	12,715,887	3,454,250	5,466,629	8,920,879	8,350,369	7,073,722	15,424,091	697,423	489,584	1,187,007
	Interchangeable Lens Cameras (total)	1,773,083	1,156,516	2,929,599	1,335,460	916,499	2,251,959	1,855,038	868,701	2,723,739	101,017	88,665	189,682
		55,474,913	32,107,404	87,582,317	39,616,965	27,353,226	66,970,191	67,232,805	33,427,969	100,660,774	2,947,525	2,433,534	5,381,059

Unit Upper:volume(%),Lower:value(%)

Ref: "Non-reflex" Cameras as percentage of Interchangeable Lens Cameras (total)

17.1	21.1	18.7	12.5	22.1	16.4	22.2	29.9	24.7	29.9	22.8	26.6
12.2	18.6	14.5	8.7	20.0	13.3	12.4	21.2	15.3	23.7	20.1	22.1

"Non-reflex" includes cameras such as so-called mirrorless cameras and compact system cameras, range-finder cameras with interchangeable lens, interchangeable unit system cameras, and similar cameras.