

Production, Shipment of Digital Still Camera
February, January-February in 2011

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)*	Jan.-Feb.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	7,388,629	122.4	101.5	13,427,552	97.1	7,180,932	115.7	99.6	13,388,001	99.2	902,901	174.1	94.7	1,421,648	94.3	6,278,031	110.4	100.4	11,966,353	99.8	
	81,430,076	110.9	95.3	154,825,069	93.9	102,135,725	119.2	98.5	187,842,015	94.7	15,779,757	173.6	88.5	24,868,838	87.3	86,355,968	112.7	100.6	162,973,177	96.0	
By Type	Camera with Built-in Lens	6,211,617	124.5	95.0	11,200,653	90.4	5,994,762	115.2	92.8	11,198,942	92.7	787,094	186.8	92.9	1,208,361	90.4	5,207,668	108.9	92.8	9,990,581	93.0
		50,491,460	120.7	81.9	92,328,059	78.8	56,581,510	117.9	79.8	104,574,547	78.3	11,056,462	217.7	84.5	16,135,354	79.8	45,525,048	106.1	78.8	88,439,193	78.0
	Camera with Interchangeable Lens	1,177,012	112.1	160.0	2,226,899	155.6	1,186,170	118.3	158.3	2,189,059	153.4	115,807	118.8	109.3	213,287	124.8	1,070,363	118.2	166.3	1,975,772	157.3
		30,938,616	98.0	130.3	62,497,010	131.0	45,554,215	120.8	139.0	83,267,468	128.7	4,723,295	117.8	99.7	8,733,484	105.6	40,830,920	121.1	145.7	74,533,984	132.1

(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					
	Feb.	3)	4)	Jan.-Feb.	5)	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	Feb.	3)	4)*	Jan.-Feb.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	902,901	174.1	94.7	1,421,648	94.3	2,022,200	113.5	93.6	3,803,828	86.9	2,515,224	146.3	105.5	4,233,984	105.6	1,503,640	79.5	107.3	3,394,843	109.8	236,967	79.9	77.2	533,698	103.6	
	15,779,757	173.6	88.5	24,868,838	87.3	28,244,607	118.7	98.2	52,043,873	88.5	27,750,863	145.0	96.8	46,887,972	94.1	27,919,004	90.3	112.4	58,821,423	107.1	2,441,494	87.9	68.6	5,219,909	83.2	
By Type	Camera with Built-in Lens	787,094	186.8	92.9	1,208,361	90.4	1,642,594	115.3	87.6	3,067,660	79.6	2,254,196	146.6	101.1	3,792,358	102.5	1,090,339	71.1	89.9	2,623,594	97.3	220,539	77.0	75.4	506,969	104.4
		11,056,462	217.7	84.5	16,135,354	79.8	14,291,631	123.9	79.0	25,825,006	68.2	18,683,219	143.3	85.2	31,718,383	86.6	10,645,712	67.1	72.0	26,520,599	78.3	1,904,486	77.1	64.0	4,375,205	86.0
	Camera with Interchangeable Lens	115,807	118.8	109.3	213,287	124.8	379,606	106.5	132.5	736,168	140.5	261,028	144.5	170.0	441,626	143.8	413,301	115.5	218.6	771,249	195.0	16,428	159.5	113.8	26,729	90.8
		4,723,295	117.8	99.7	8,733,484	105.6	13,952,976	113.8	130.8	26,218,867	125.1	9,067,644	148.6	134.5	15,169,589	114.9	17,273,292	114.9	171.9	32,300,824	153.2	537,008	174.5	92.1	844,704	71.1

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

- 2) Comparison over the previous month.
- 3) Comparison over the same month a year ago.
- 4) Comparison over the same period a year ago.