

Production, Shipment of Digital Still Camera
May, January-May 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)					
	May	3)	4)*	Jan.-May.	5)*	May	3)	4)*	Jan.-May.	5)*	May	3)	4)	Jan.-May.	5)	May	3)	4)*	Jan.-May.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,280,139	116.6	91.5	41,903,088	90.7	9,316,064	114.6	94.0	42,232,554	92.8	570,209	77.3	80.8	3,590,007	88.5	8,745,855	118.3	95.1	38,642,547	93.2	
	87,520,560	118.3	75.2	421,450,962	80.3	108,615,860	109.0	79.1	534,407,669	83.4	10,291,827	81.4	73.6	62,659,338	78.5	98,324,033	113.0	79.7	471,748,331	84.0	
By Type	Camera with Built-in Lens	8,313,596	115.5	91.9	36,737,927	87.7	8,402,814	114.6	94.8	37,031,501	89.9	481,340	73.0	81.4	3,102,142	88.0	7,921,474	118.7	95.7	33,929,359	90.0
		62,699,857	115.5	75.8	283,987,353	73.5	77,882,281	108.6	81.4	347,282,999	76.2	6,787,812	69.2	75.7	43,170,400	78.1	71,094,469	114.8	82.0	304,112,599	76.0
	Camera with Interchangeable Lens	966,543	126.6	88.4	5,165,161	119.8	913,250	114.3	88.0	5,201,053	121.0	88,869	113.9	78.1	487,865	91.5	824,381	114.4	89.2	4,713,188	125.2
		24,820,703	125.9	73.5	137,463,609	99.5	30,733,579	110.1	73.6	187,124,670	100.9	3,504,015	123.1	69.9	19,488,938	79.4	27,229,564	108.6	74.2	167,635,732	104.2

(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					
	May	3)	4)	Jan.-May.	5)	May	3)	4)*	Jan.-May.	5)*	May	3)	4)*	Jan.-May.	5)*	May	3)	4)*	Jan.-May.	5)*	May	3)	4)*	Jan.-May.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	570,209	77.3	80.8	3,590,007	88.5	3,318,967	129.6	90.7	12,994,574	92.4	3,011,242	120.3	88.2	13,745,327	85.5	1,931,623	95.2	109.1	10,107,437	105.0	484,023	160.3	134.7	1,795,209	106.4	
	10,291,827	81.4	73.6	62,659,338	78.5	36,925,703	122.6	84.0	156,882,502	86.8	30,626,557	116.3	69.5	146,390,624	74.7	26,421,386	96.8	85.7	151,176,836	92.5	4,350,387	134.0	95.4	17,298,369	81.5	
By Type	Camera with Built-in Lens	481,340	73.0	81.4	3,102,142	88.0	3,022,763	130.5	91.8	11,314,119	90.0	2,777,645	121.7	89.5	12,496,823	83.3	1,650,059	92.5	107.6	8,392,988	98.8	471,007	161.3	135.2	1,725,429	106.6
		6,787,812	69.2	75.7	43,170,400	78.1	27,224,051	125.3	86.6	99,474,744	79.7	23,558,162	120.6	74.1	105,832,510	70.0	16,315,198	92.1	83.7	83,648,721	78.8	3,997,058	136.5	100.2	15,156,624	83.3
	Camera with Interchangeable Lens	88,869	113.9	78.1	487,865	91.5	296,204	120.6	81.0	1,680,455	113.5	233,597	105.7	75.0	1,248,504	115.1	281,564	115.3	119.0	1,714,449	151.4	13,016	131.1	118.7	69,780	102.3
		3,504,015	123.1	69.9	19,488,938	79.4	9,701,652	115.6	77.5	57,407,758	102.5	7,068,395	104.2	57.6	40,558,114	90.7	10,106,188	105.5	89.0	67,528,115	118.1	353,329	110.7	62.0	2,141,745	70.9

(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.