

Production, Shipment of Digital Still Camera
June, January-June 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)					
	June	3)	4)*	Jan.-Jun.	5)*	June	3)	4)*	Jan.-Jun.	5)*	June	3)	4)	Jan.-Jun.	5)	June	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	10,388,128	111.9	104.9	52,291,216	93.2	10,034,628	107.7	102.3	52,267,182	94.5	673,409	118.1	87.1	4,263,416	88.3	9,361,219	107.0	103.6	48,003,766	95.1	
	110,386,463	126.1	96.0	531,837,425	83.2	137,604,828	126.7	101.3	672,012,497	86.5	12,529,487	121.7	81.2	75,188,825	79.0	125,075,341	127.2	103.9	596,823,672	87.5	
By Type	Camera with Built-in Lens	8,784,759	105.7	99.6	45,522,686	89.8	8,488,320	101.0	97.0	45,519,821	91.1	543,313	112.9	83.6	3,645,455	87.3	7,945,007	100.3	98.1	41,874,366	91.5
		70,014,196	111.7	86.2	354,001,549	75.7	83,138,841	106.7	87.1	430,421,840	78.1	7,459,440	109.9	72.4	50,629,840	77.2	75,679,401	106.4	88.9	379,792,000	78.2
	Camera with Interchangeable Lens	1,603,369	165.9	148.0	6,768,530	125.5	1,546,308	169.3	145.1	6,747,361	125.8	130,096	146.4	105.6	617,961	94.2	1,416,212	171.8	150.2	6,129,400	130.2
		40,372,267	162.7	119.8	177,835,876	103.5	54,465,987	177.2	134.9	241,590,657	107.0	5,070,047	144.7	98.7	24,558,985	82.7	49,395,940	181.4	140.2	217,031,672	110.6

(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					
	June	3)	4)	Jan.-Jun.	5)	June	3)	4)*	Jan.-Jun.	5)*	June	3)	4)*	Jan.-Jun.	5)*	June	3)	4)*	Jan.-Jun.	5)*	June	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	673,409	118.1	87.1	4,263,416	88.3	3,434,340	103.5	108.5	16,428,914	95.4	3,025,164	100.5	83.5	16,770,491	85.1	2,392,026	123.8	132.2	12,499,463	109.3	509,689	105.3	114.9	2,304,898	108.2	
	12,529,487	121.7	81.2	75,188,825	79.0	45,672,156	123.7	120.4	202,554,658	92.6	36,359,952	118.7	79.5	182,750,576	75.6	38,020,683	143.9	120.5	189,197,519	97.0	5,022,550	115.5	97.2	22,320,919	84.6	
By Type	Camera with Built-in Lens	543,313	112.9	83.6	3,645,455	87.3	2,880,237	95.3	103.7	14,194,356	92.4	2,677,623	96.4	79.9	15,174,446	82.7	1,899,529	115.1	123.1	10,292,517	102.6	487,618	103.5	114.5	2,213,047	108.2
		7,459,440	109.9	72.4	50,629,840	77.2	27,214,330	100.0	106.8	126,689,074	84.3	25,023,026	106.2	70.5	130,855,536	70.1	19,195,366	117.7	97.8	102,844,087	81.7	4,246,679	106.2	92.9	19,403,303	85.2
	Camera with Interchangeable Lens	130,096	146.4	105.6	617,961	94.2	554,103	187.1	142.8	2,234,558	119.6	347,541	148.8	128.7	1,596,045	117.8	492,497	174.9	184.6	2,206,946	157.7	22,071	169.6	123.3	91,851	106.7
		5,070,047	144.7	98.7	24,558,985	82.7	18,457,826	190.3	148.3	75,865,584	110.8	11,336,926	160.4	110.6	51,895,040	94.4	18,825,317	186.3	157.7	86,353,432	124.9	775,871	219.6	129.8	2,917,616	80.6

(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.