

Production, Shipment of Digital Still Camera  
February in 2012

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	8,877,792	150.1	120.2	14,790,999	110.2	8,480,161	151.8	118.1	14,065,224	105.1	842,234	182.4	93.3	1,303,944	91.7	7,637,927	149.1	121.7	12,761,280	106.6
	93,858,256	138.8	115.3	161,467,832	104.3	113,490,882	150.4	111.1	188,970,951	100.6	13,215,019	166.8	83.7	21,136,787	85.0	100,275,863	148.4	116.1	167,834,164	103.0

By Type	Camera with Built-in Lens	7,411,482	151.8	119.3	12,292,376	109.7	7,084,800	154.1	118.2	11,682,969	104.3	731,984	204.1	93.0	1,090,608	90.3	6,352,816	149.8	122.0	10,592,361	106.0
			57,425,751	142.4	113.7	97,742,140	105.9	65,312,303	152.9	115.4	108,030,902	103.3	8,676,700	214.2	78.5	12,727,925	78.9	56,635,603	146.5	124.4	95,302,977
By Type	Camera with Interchangeable Lens	1,466,310	142.0	124.6	2,498,623	112.2	1,395,361	141.4	117.6	2,382,255	108.8	110,250	106.9	95.2	213,336	100.0	1,285,111	145.4	120.1	2,168,919	109.8
		36,432,505	133.5	117.8	63,725,692	102.0	48,178,579	147.1	105.8	80,940,049	97.2	4,538,319	117.3	96.1	8,408,862	96.3	43,640,260	151.1	106.9	72,531,187	97.3
By Type	Single Lens Reflex	1,154,978	134.9		2,011,256		1,145,997	143.5		1,944,699		71,317	119.4		131,044		1,074,680	145.4		1,813,655	
		28,773,199	123.5		52,066,343		39,792,276	146.8		66,900,570		2,998,866	131.4		5,281,713		36,793,410	148.2		61,618,857	
By Type	Non-Reflex 5)*	311,332	176.9		487,367		249,364	132.5		437,556		38,933	89.8		82,292		210,431	145.3		355,264	
		7,659,306	191.5		11,659,349		8,386,303	148.3		14,039,479		1,539,453	97.0		3,127,149		6,846,850	168.4		10,912,330	

(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	842,234	182.4	93.3	1,303,944	91.7	2,757,667	159.1	136.4	4,491,153	118.1	2,261,487	147.7	89.9	3,792,413	89.6	2,302,067	136.3	153.1	3,990,957	117.6	316,706	186.2	133.6	486,757	91.2
	13,215,019	166.8	83.7	21,136,787	85.0	32,734,129	159.5	115.9	53,254,276	102.3	28,676,079	156.4	103.3	47,012,506	100.3	35,703,310	132.8	127.9	62,582,633	106.4	3,162,345	173.5	129.5	4,984,749	95.5

By Type	Camera with Built-in Lens	731,984	204.1	93.0	1,090,608	90.3	2,304,253	161.2	140.3	3,733,486	121.7	1,917,092	145.8	85.0	3,232,014	85.2	1,838,671	137.9	168.6	3,171,836	120.9	292,800	180.5	132.8	455,025	89.8
			8,676,700	214.2	78.5	12,727,925	78.9	18,547,983	152.4	129.8	30,721,931	119.0	17,648,763	153.7	94.5	29,128,927	91.8	18,086,168	134.6	169.9	31,527,231	118.9	2,352,689	149.6	123.5	3,924,888
By Type	Camera with Interchangeable Lens	110,250	106.9	95.2	213,336	100.0	453,414	149.0	119.4	757,667	102.9	344,395	159.4	131.9	560,399	126.9	463,396	130.3	112.1	819,121	106.2	23,906	305.5	145.5	31,732	118.7
		4,538,319	117.3	96.1	8,408,862	96.3	14,186,146	170.0	101.7	22,532,345	85.9	11,027,316	160.8	121.6	17,883,579	117.9	17,617,142	131.1	102.0	31,055,402	96.1	809,656	323.6	150.8	1,059,861	125.5
By Type	Single Lens Reflex	71,317	119.4		131,044		396,146	154.0		653,324		295,234	156.8		483,556		364,316	126.5		652,273		18,984	344.0		24,502	
		2,998,866	131.4		5,281,713		12,255,632	172.7		19,353,633		9,434,325	156.6		15,460,612		14,439,750	125.4		25,956,652		663,703	360.2		847,960	
By Type	Non-Reflex 5)*	38,933	89.8		82,292		57,268	121.7		104,343		49,161	177.6		76,843		99,080	146.2		166,848		4,922	213.3		7,230	
		1,539,453	97.0		3,127,149		1,930,514	154.7		3,178,712		1,592,991	191.9		2,422,967		3,177,392	165.4		5,098,750		145,953	221.3		211,901	

(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.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.