

Production, Shipment of Digital Still Camera
August, January-August 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)				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	8,775,458	110.2	74.4	70,470,757	95.0	8,723,175	113.3	74.7	68,341,934	92.6	715,170	94.1	89.4	5,793,782	99.0	8,008,005	115.3	73.6	62,548,152	92.0
	105,641,577	104.0	85.0	806,131,897	104.9	128,908,248	101.6	88.6	1,006,059,892	105.2	12,965,674	95.4	92.0	103,670,035	99.9	115,942,574	102.4	88.2	902,389,857	105.9

By Type	Camera with Built-in Lens	6,804,185	113.7	68.8	57,000,292	89.6	6,937,256	120.2	70.2	55,350,962	87.3	576,122	94.6	86.1	4,729,569	95.5	6,361,134	123.2	69.1	50,621,393	86.6
				50,747,522	111.3	66.1	436,264,311	88.0	59,873,411	117.1	68.3	505,888,435	85.2	7,274,343	101.6	81.6	57,004,592	83.8	52,599,068	119.6	66.8
By Type	Camera with Interchangeable Lens	1,971,273	99.6	103.1	13,470,465	127.6	1,785,919	92.6	99.3	12,990,972	125.0	139,048	92.2	106.7	1,064,213	118.2	1,646,871	92.6	98.7	11,926,759	125.6
				54,894,055	98.0	115.6	369,867,586	135.7	69,034,837	91.2	119.3	500,171,457	138.0	5,691,331	88.5	109.9	46,665,443	130.8	63,343,506	91.4	120.2
By Type	Single Lens Reflex	1,602,255	97.9		11,044,898		1,495,660	92.7		10,761,749		87,525	90.3		656,325		1,408,135	92.8		10,105,424	
				47,115,307	98.1		312,715,821		60,893,777	91.4		431,508,000		4,111,226	87.7		32,578,153		56,782,551	91.6	
By Type	Non-Reflex 5)*	369,018	107.5		2,425,567		290,259	92.0		2,229,223		51,523	95.6		407,888		238,736	91.3		1,821,335	
				7,778,748	97.3		57,151,765		8,141,060	89.8		68,663,457		1,580,105	90.7		14,087,290		6,560,955	89.6	

(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				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	715,170	94.1	89.4	5,793,782	99.0	2,543,649	86.6	72.3	22,572,620	97.6	2,985,247	160.1	86.8	19,701,286	85.7	2,244,568	119.9	64.0	17,698,275	94.8	234,541	87.6	57.3	2,575,971	81.1
	12,965,674	95.4	92.0	103,670,035	99.9	34,227,702	82.0	86.1	293,167,682	102.5	37,015,737	132.9	97.8	261,074,362	103.2	42,134,386	104.6	84.4	321,254,779	113.8	2,564,749	76.2	65.0	26,893,034	86.8

By Type	Camera with Built-in Lens	576,122	94.6	86.1	4,729,569	95.5	1,899,280	88.1	63.3	18,061,462	91.6	2,593,932	172.5	86.2	16,698,749	81.1	1,663,517	131.0	59.0	13,465,508	89.0	204,405	87.3	53.7	2,395,674	79.2
				7,274,343	101.6	81.6	57,004,592	83.8	13,999,325	86.3	58.4	146,670,501	84.6	21,057,994	166.1	83.1	147,020,357	83.2	15,888,021	121.7	60.4	135,355,625	90.8	1,653,728	82.1	53.3
By Type	Camera with Interchangeable Lens	139,048	92.2	106.7	1,064,213	118.2	644,369	82.5	123.8	4,511,158	132.7	391,315	108.5	90.7	3,002,537	124.9	581,051	96.4	84.6	4,232,767	119.6	30,136	89.8	103.4	180,297	117.9
				5,691,331	88.5	109.9	46,665,443	130.8	20,228,377	79.3	128.2	146,497,181	130.1	15,957,743	105.1	127.7	114,054,005	149.5	26,246,365	96.4	111.3	185,899,154	139.6	911,021	67.3	108.0
By Type	Single Lens Reflex	87,525	90.3		656,325		573,929	80.2		4,004,711		354,927	116.0		2,595,088		454,480	97.0		3,367,162		24,799	91.5		138,463	
				4,111,226	87.7		32,578,153		18,412,739	77.5		131,906,588		14,857,487	108.9		101,430,945		22,823,704	97.4		160,112,277		688,621	61.3	
By Type	Non-Reflex 5)*	51,523	95.6		407,888		70,440	107.0		506,447		36,388	66.5		407,449		126,571	94.2		865,605		5,337	82.4		41,834	
				1,580,105	90.7		14,087,290		1,815,638	102.0		14,590,593		1,100,256	71.9		12,623,060		3,422,661	90.4		25,786,877		222,400	96.9	

(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.

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.