

Production, Shipment of Digital Still Camera  
September, January-September in 2015

Unit Upper:PCS, Lower:1,000Yen

| Item                       | Production |       |      |             |       | Total Shipment(Worldwide) |       |      |             |      |           |       |      |            |      | except for Shipments to Japan(Europe+Americas+Asia+Others) |       |      |             |      |
|----------------------------|------------|-------|------|-------------|-------|---------------------------|-------|------|-------------|------|-----------|-------|------|------------|------|--|-------|------|-------------|------|
|                            | Sep.       | 2)*   | 3)*  | Jan.-Sep.   | 4)*   | Sep.                      | 2)*   | 3)*  | Jan.-Sep.   | 4)*  | Sep.      | 2)*   | 3)*  | Jan.-Sep.  | 4)*  | Sep.   | 2)*   | 3)*  | Jan.-Sep.   | 4)*  |
|                            |            | (%)   | (%)  |             |       |                           | (%)   | (%)  |             |      |           | (%)   | (%)  |            |      |  | (%)   | (%)  |             |      |
| Digital Still Camera Total | 3,138,693  | 104.7 | 83.8 | 26,359,008  | 85.5  | 3,210,297                 | 107.0 | 81.0 | 26,395,104  | 84.3 | 387,139   | 100.8 | 71.3 | 3,743,305  | 85.9 | 2,823,158  | 107.8 | 82.6 | 22,651,799  | 84.0 |
|                            | 57,288,188 | 101.8 | 94.6 | 507,707,261 | 100.1 | 75,999,606                | 104.0 | 86.7 | 666,229,245 | 96.9 | 9,304,961 | 94.1  | 73.5 | 94,794,490 | 91.6 | 66,694,645   | 105.6 | 89.0 | 571,434,755 | 97.9 |

| By Type | Camera with Built-in Lens        | 2,035,179 | 106.2 | 77.1       | 16,673,244 | 79.6  | 2,037,629   | 104.1 | 77.3       | 16,729,680 | 78.8 | 264,789     | 98.8  | 69.5      | 2,511,009 | 84.1 | 1,772,840  | 104.9 | 78.6       | 14,218,671 | 77.9  |
|---------|----------------------------------|-----------|-------|------------|------------|-------|-------------|-------|------------|------------|------|-------------|-------|-----------|-----------|------|------------|-------|------------|------------|-------|
|         |                                  |           |       | 23,504,706 | 110.2      | 83.5  | 195,932,948 | 90.3  | 26,659,554 | 103.3      | 83.1 | 231,247,999 | 90.9  | 3,886,936 | 100.0     | 72.4 | 36,421,968 | 92.5  | 22,772,618 | 103.9      | 85.3  |
| By Type | Camera with Interchangeable Lens | 1,103,514 | 102.1 | 99.7       | 9,685,764  | 98.1  | 1,172,668   | 112.4 | 88.3       | 9,665,424  | 95.9 | 122,350     | 105.4 | 75.5      | 1,232,296 | 90.0 | 1,050,318  | 113.2 | 90.1       | 8,433,128  | 96.8  |
|         |                                  |           |       | 33,783,482 | 96.6       | 104.3 | 311,774,313 | 107.4 | 49,340,052 | 104.4      | 88.8 | 434,981,246 | 100.5 | 5,418,025 | 90.3      | 74.3 | 58,372,522 | 91.0  | 43,922,027 | 106.5      | 91.0  |
| By Type | Single Lens Reflex               | 859,575   | 110.3 | 108.2      | 7,349,123  | 96.7  | 914,491     | 123.5 | 92.2       | 7,284,837  | 94.7 | 68,033      | 115.1 | 79.4      | 734,540   | 90.8 | 846,458    | 124.2 | 93.4       | 6,550,297  | 95.2  |
|         |                                  |           |       | 25,924,874 | 105.3      | 109.7 | 239,386,208 | 104.9 | 36,682,655 | 117.2      | 88.2 | 329,664,673 | 98.4  | 3,086,505 | 98.2      | 72.8 | 37,010,359 | 88.1  | 33,596,150 | 119.3      | 89.8  |
| By Type | Non-Reflex 5)*                   | 243,939   | 80.9  | 78.1       | 2,336,641  | 102.5 | 258,177     | 85.1  | 76.9       | 2,380,587  | 99.6 | 54,317      | 95.4  | 71.1      | 497,756   | 88.8 | 203,860    | 82.8  | 78.6       | 1,882,831  | 102.9 |
|         |                                  |           |       | 7,858,608  | 75.8       | 89.7  | 72,388,105  | 116.8 | 12,657,397 | 79.4       | 91.0 | 105,316,573 | 107.6 | 2,331,520 | 81.7      | 76.4 | 21,362,163 | 96.6  | 10,325,877 | 78.9       | 95.1  |

(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 |       |      |            |      |
|----------------------------|--------------------|-------|------|------------|------|---------------------|-------|------|-------------|------|-----------------------|-------|-------|-------------|-------|-------------------|-------|------|-------------|------|--------------------------|-------|------|------------|------|
|                            | Sep.               | 2)*   | 3)*  | Jan.-Sep.  | 4)*  | Sep.                | 2)*   | 3)*  | Jan.-Sep.   | 4)*  | Sep.                  | 2)*   | 3)*   | Jan.-Sep.   | 4)*   | Sep.              | 2)*   | 3)*  | Jan.-Sep.   | 4)*  | Sep.                     | 2)*   | 3)*  | Jan.-Sep.  | 4)*  |
|                            |                    | (%)   | (%)  |            |      |                     | (%)   | (%)  |             |      |                       | (%)   | (%)   |             |       |                   | (%)   | (%)  |             |      |                          | (%)   | (%)  |            |      |
| Digital Still Camera Total | 387,139            | 100.8 | 71.3 | 3,743,305  | 85.9 | 1,127,930           | 106.2 | 95.3 | 8,719,267   | 91.4 | 950,115               | 102.2 | 87.4  | 6,645,621   | 83.3  | 667,307           | 118.3 | 64.5 | 6,656,162   | 78.4 | 77,806                   | 123.8 | 67.4 | 630,749    | 65.0 |
|                            | 9,304,961          | 94.1  | 73.5 | 94,794,490 | 91.6 | 20,765,953          | 100.0 | 90.1 | 166,942,474 | 92.7 | 21,879,704            | 100.8 | 100.8 | 161,239,665 | 105.5 | 22,166,224        | 118.1 | 79.5 | 228,113,614 | 97.2 | 1,882,764                | 97.7  | 81.4 | 15,139,002 | 92.2 |

| By Type | Camera with Built-in Lens        | 264,789 | 98.8  | 69.5      | 2,511,009 | 84.1 | 781,238    | 103.7 | 91.8       | 6,209,725 | 90.2  | 592,356    | 96.4  | 83.8       | 4,368,846 | 75.4  | 343,753     | 122.8 | 57.0       | 3,178,142 | 66.3  | 55,493      | 133.2 | 59.5      | 461,958 | 58.4  |
|---------|----------------------------------|---------|-------|-----------|-----------|------|------------|-------|------------|-----------|-------|------------|-------|------------|-----------|-------|-------------|-------|------------|-----------|-------|-------------|-------|-----------|---------|-------|
|         |                                  |         |       | 3,886,936 | 100.0     | 72.4 | 36,421,968 | 92.5  | 9,025,556  | 96.0      | 91.2  | 78,549,652 | 98.2  | 7,403,060  | 103.3     | 94.0  | 56,398,555  | 85.9  | 5,602,631  | 116.0     | 72.3  | 54,141,888  | 89.4  | 741,371   | 141.9   | 63.5  |
| By Type | Camera with Interchangeable Lens | 122,350 | 105.4 | 75.5      | 1,232,296 | 90.0 | 346,692    | 112.6 | 104.5      | 2,509,542 | 94.5  | 357,759    | 113.8 | 94.1       | 2,276,775 | 104.4 | 323,554     | 113.9 | 75.0       | 3,478,020 | 94.0  | 22,313      | 105.3 | 100.4     | 168,791 | 94.3  |
|         |                                  |         |       | 5,418,025 | 90.3      | 74.3 | 58,372,522 | 91.0  | 11,740,397 | 103.3     | 89.3  | 88,392,822 | 88.4  | 14,476,644 | 99.6      | 104.7 | 104,841,110 | 120.2 | 16,563,593 | 118.9     | 82.2  | 173,971,726 | 99.9  | 1,141,393 | 81.2    | 99.7  |
| By Type | Single Lens Reflex               | 68,033  | 115.1 | 79.4      | 734,540   | 90.8 | 288,656    | 125.3 | 115.3      | 2,001,604 | 92.8  | 315,949    | 119.4 | 90.4       | 1,934,293 | 103.2 | 228,851     | 130.8 | 77.4       | 2,506,827 | 91.6  | 13,002      | 112.9 | 124.3     | 107,573 | 92.9  |
|         |                                  |         |       | 3,086,505 | 98.2      | 72.8 | 37,010,359 | 88.1  | 9,018,497  | 114.2     | 92.0  | 67,080,271 | 84.4  | 12,084,918 | 107.8     | 98.3  | 87,243,417  | 119.1 | 11,883,685 | 143.2     | 80.2  | 132,355,781 | 97.6  | 609,050   | 81.3    | 122.7 |
| By Type | Non-Reflex 5)*                   | 54,317  | 95.4  | 71.1      | 497,756   | 88.8 | 58,036     | 74.8  | 71.4       | 507,938   | 101.9 | 41,810     | 83.7  | 136.2      | 342,482   | 111.8 | 94,703      | 86.8  | 69.8       | 971,193   | 100.9 | 9,311       | 96.3  | 79.1      | 61,218  | 96.8  |
|         |                                  |         |       | 2,331,520 | 81.7      | 76.4 | 21,362,163 | 96.6  | 2,721,900  | 78.5      | 81.5  | 21,312,551 | 103.7 | 2,391,726  | 71.8      | 155.3 | 17,597,693  | 125.8 | 4,679,908  | 83.0      | 87.8  | 41,615,945  | 108.3 | 532,343   | 81.2    | 82.1  |

(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.

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.