

Production, Shipment of Digital Still Camera
July, January-July in 2006

Unit Upper:Pcs, Lower:1,000Yen

Item		Production					Total Shipment					Domestic Shipment					Export				
		July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)
			(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
By Pixel	Less than 6MP	1,613,554	102.8	48.1	12,495,905	49.2	1,455,584	89.7	43.6	12,801,041	49.6	143,132	95.4	24.7	1,366,783	37.2	1,312,452	89.1	47.6	11,434,258	51.7
		19,474,804	90.2	34.3	172,555,072	39.2	20,622,009	85.4	30.0	201,131,961	38.5	2,796,044	109.2	20.7	25,603,625	29.1	17,825,965	82.6	32.2	175,528,336	40.4
	6-8MP	3,082,197	87.4		22,287,566		3,143,711	100.9		21,368,328		432,451	110.6		2,915,486		2,711,260	99.5		18,452,842	
		52,226,559	85.3		398,667,158		66,826,345	100.0		468,025,506		10,241,500	113.7		71,141,001		56,584,845	97.9		396,884,505	
	No less than 8MP	659,467	91.7		4,486,703		807,535	113.6		4,626,636		158,646	153.2		698,555		648,889	106.8		3,928,081	
		23,661,479	100.3		160,635,068		35,809,690	110.3		216,381,925		6,665,638	151.5		32,571,685		29,144,052	103.9		183,810,240	
Digital Still Camera Total		5,355,218	92.1	123.8	39,270,174	122.6	5,406,830	99.2	125.7	38,796,005	120.3	734,229	113.9	102.0	4,980,824	107.6	4,672,601	97.3	130.4	33,815,181	122.5
		95,362,842	89.6	107.1	731,857,298	110.1	123,258,044	99.9	115.8	885,539,392	112.7	19,703,182	123.4	105.6	129,316,311	102.2	103,554,862	96.4	118.0	756,223,081	114.7
By Model	Cameras with Built-in Lens	4,942,583	90.7	123.8	36,885,086	123.1	4,974,582	96.9	124.9	36,426,033	120.4	659,126	107.8	97.6	4,639,869	107.9	4,315,456	95.5	130.5	31,786,164	122.5
		74,695,365	83.9	105.3	602,995,378	110.3	94,769,055	95.3	109.5	719,868,620	111.1	15,074,194	111.7	94.2	105,871,834	101.1	79,694,861	92.8	113.0	613,996,786	113.1
	SLR with Interchangeable Lens	412,635	112.6	122.8	2,385,088	115.7	432,248	136.4	135.7	2,369,972	119.3	75,103	225.0	169.9	340,955	103.6	357,145	126.0	130.1	2,029,017	122.4
		20,667,477	118.7	113.8	128,861,920	109.1	28,488,989	118.6	143.3	165,670,772	120.2	4,628,988	187.3	175.1	23,444,477	107.3	23,860,001	110.8	138.4	142,226,295	122.6

See Note 3),4),5)

Source : Camera & Imaging Products Association(CIPA)

Digital Still Camera Export by destination
July, January-July in 2006

Unit Upper:Pcs,Lower:1,000Yen

By Destination Item		Export																								
		Europe					N.America					Asia					Others									
		July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)	July	3)	4)	Jan.-July.	5)
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
By Pixel	Less than 6MP	1,312,452	89.1	47.6	11,434,258	51.7	493,692	75.5	40.8	4,866,723	49.7	519,133	93.6	58.2	4,216,160	61.9	237,768	114.2	55.5	1,742,397	45.9	61,859	109.9	26.8	608,978	35.6
		17,825,965	82.6	32.2	175,528,336	40.4	6,964,605	75.1	31.3	71,380,530	38.9	7,375,615	86.6	42.2	63,739,534	49.9	2,499,034	88.1	23.6	29,309,830	33.2	986,711	103.5	19.8	11,098,442	32.1
	6-8MP	2,711,260	99.5		18,452,842		1,028,367	105.9		7,121,712		837,083	92.1		5,793,117		548,943	98.7		3,905,172		296,867	103.2		1,632,841	
		56,584,845	97.9		396,884,505		21,924,684	99.4		151,725,035		18,717,542	97.8		126,405,866		10,440,787	97.6		85,878,049		5,501,832	92.7		32,875,555	
	No less than 8MP	648,889	106.8		3,928,081		261,577	97.9		1,729,448		208,819	110.6		1,204,211		149,538	116.3		818,038		28,955	127.2		176,384	
		29,144,052	103.9		183,810,240		12,003,856	97.6		79,559,282		9,805,494	105.2		60,713,985		6,056,268	110.4		35,929,278		1,278,434	133.8		7,607,695	

Digital Still Camera Total	4,672,601	97.3	130.4	33,815,181	122.5	1,783,636	94.3	113.3	13,717,883	112.4	1,565,035	94.7	137.5	11,213,488	130.6	936,249	104.8	155.5	6,465,607	132.2	387,681	105.7	145.3	2,418,203	125.7
	103,554,862	96.4	118.0	756,223,081	114.7	40,893,145	93.7	113.4	302,664,847	108.1	35,898,651	97.1	127.8	250,859,385	123.0	18,996,089	99.9	109.4	151,117,157	114.0	7,766,977	99.1	124.6	51,581,692	121.3

By Model	Cameras with Built-in Lens	4,315,456	95.5	130.5	31,786,164	122.5	1,637,321	92.2	112.7	12,793,206	111.2	1,426,504	92.7	136.3	10,448,449	131.5	874,215	103.5	159.8	6,170,584	133.7	377,416	104.4	144.2	2,373,925	125.9
		79,694,861	92.8	113.0	613,996,786	113.1	30,937,517	90.2	107.2	239,166,342	103.1	27,059,126	93.3	124.8	198,163,884	125.6	14,636,722	96.8	104.0	128,115,463	112.8	7,061,496	94.7	120.2	48,551,097	122.1
	SLR with Interchangeable Lens	357,145	126.0	130.1	2,029,017	122.4	146,315	125.5	119.4	924,677	131.9	138,531	122.2	151.0	765,039	119.3	62,034	128.6	112.9	295,023	106.7	10,265	198.0	197.7	44,278	116.2
		23,860,001	110.8	138.4	142,226,295	122.6	9,955,628	106.9	138.2	63,498,505	132.2	8,839,525	111.1	138.2	52,695,501	114.2	4,359,367	112.0	132.8	23,001,694	120.8	705,481	185.8	197.7	3,030,595	109.6

See Note 3),4),5)

Source: Camera & Imaging Products Association(CIPA)

Note : 1) Figures by CIPA member companies' only , including their overseas production.

2) Interchangeable lenses included standard lenses also , excepting lenses used only for APS Camera and Digital Camera.

3) Comparison over the previous month.

4) Comparison over the same month a year ago.

5) Comparison over the same period a year ago.