

Production, Shipment of Digital Still Camera  
January in 2008

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)															
						Shipment to Japan					except for Shipments to Japan(Europe+N.America+Asia+Others)										
	Jan.	3)*	4)*	Jan.-Jan.	5)*	Jan.	3)*	4)*	Jan.-Jan.	5)*	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)*	4)*	Jan.-Jan.	5)*	
	(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		
Digital Still Camera Total	5,417,563	78.2	127.7	5,417,563	127.7	5,877,879	82.8	145.4	5,877,879	145.4	602,747	53.3	107.2	602,747	107.2	5,275,132	88.4	151.6	5,275,132	151.6	
	93,519,739	74.0	127.0	93,519,739	127.0	123,840,478	81.0	130.4	123,840,478	130.4	14,551,617	52.9	101.1	14,551,617	101.1	109,288,861	87.2	135.7	109,288,861	135.7	
B y T y P e	Camera with Built-in Lens	4,819,368	76.9	128.0	4,819,368	128.0	5,308,164	82.0	149.2	5,308,164	149.2	540,957	52.9	107.2	540,957	107.2	4,767,207	87.5	156.1	4,767,207	156.1
		65,410,485	69.2	122.2	65,410,485	122.2	86,187,589	77.8	129.9	86,187,589	129.9	10,039,712	49.2	92.7	10,039,712	92.7	76,147,877	84.3	137.2	76,147,877	137.2
	SLR with Interchangeable Lens	598,195	91.0	125.2	598,195	125.2	569,715	90.8	117.9	569,715	117.9	61,790	56.9	107.3	61,790	107.3	507,925	97.8	119.3	507,925	119.3
		28,109,254	88.2	140.0	28,109,254	140.0	37,652,889	89.3	131.5	37,652,889	131.5	4,511,905	63.8	126.5	4,511,905	126.5	33,140,984	94.4	132.2	33,140,984	132.2
O f P N i u m b e r	Less than 8MP	1,976,457	64.1	56.0	1,976,457	56.0	2,414,249	73.1	72.8	2,414,249	72.8	192,067	59.6	43.6	192,067	43.6	2,222,182	74.6	77.3	2,222,182	77.3
		22,967,479	58.7	45.2	22,967,479	45.2	32,173,523	70.3	52.7	32,173,523	52.7	2,962,128	56.5	32.0	2,962,128	32.0	29,211,395	72.1	56.4	29,211,395	56.4
	No less than 8MP	3,441,106	89.6	483.8	3,441,106	483.8	3,463,630	91.2	476.7	3,463,630	476.7	410,680	50.8	337.5	410,680	337.5	3,052,950	102.1	504.7	3,052,950	504.7
		70,552,260	80.9	309.3	70,552,260	309.3	91,666,955	85.5	270.3	91,666,955	270.3	11,589,489	52.1	225.1	11,589,489	225.1	80,077,466	94.3	278.4	80,077,466	278.4

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to N.America					Shipments to Asia					Shipments to Other Areas					
	Jan.	3)	4)	Jan.-Jan.	5)	Jan.	3)*	4)*	Jan.-Jan.	5)*	Jan.	3)*	4)*	Jan.-Jan.	5)*	Jan.	3)*	4)*	Jan.-Jan.	5)*	Jan.	3)*	4)*	Jan.-Jan.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	602,747	53.3	107.2	602,747	107.2	1,948,853	85.1	141.7	1,948,853	141.7	1,363,260	87.3	130.5	1,363,260	130.5	1,355,945	91.5	154.6	1,355,945	154.6	607,074	95.6	333.0	607,074	333.0	
	14,551,617	52.9	101.1	14,551,617	101.1	43,804,796	86.5	144.9	43,804,796	144.9	27,987,168	83.2	112.9	27,987,168	112.9	28,999,491	89.8	131.5	28,999,491	131.5	8,497,406	96.2	243.9	8,497,406	243.9	
B y T y P e	Camera with Built-in Lens	540,957	52.9	107.2	540,957	107.2	1,707,593	82.1	142.1	1,707,593	142.1	1,211,735	88.3	135.4	1,211,735	135.4	1,247,957	91.1	159.0	1,247,957	159.0	599,922	95.5	347.1	599,922	347.1
		10,039,712	49.2	92.7	10,039,712	92.7	28,196,935	78.9	140.8	28,196,935	140.8	18,285,118	84.8	113.0	18,285,118	113.0	21,557,923	87.6	131.8	21,557,923	131.8	8,107,901	96.6	275.0	8,107,901	275.0
	SLR with Interchangeable Lens	61,790	56.9	107.3	61,790	107.3	241,260	114.6	138.4	241,260	138.4	151,525	79.8	101.2	151,525	101.2	107,988	96.4	117.3	107,988	117.3	7,152	107.3	75.4	7,152	75.4
		4,511,905	63.8	126.5	4,511,905	126.5	15,607,861	104.7	152.9	15,607,861	152.9	9,702,050	80.3	112.5	9,702,050	112.5	7,441,568	97.0	130.7	7,441,568	130.7	389,505	89.0	72.7	389,505	72.7
O f P N i u m b e r	Less than 8MP	192,067	59.6	43.6	192,067	43.6	833,617	70.8	71.2	833,617	71.2	559,944	67.1	66.4	559,944	66.4	413,831	82.4	59.4	413,831	59.4	414,790	89.1	253.2	414,790	253.2
		2,962,128	56.5	32.0	2,962,128	32.0	12,066,238	70.8	61.4	12,066,238	61.4	7,008,417	61.5	45.7	7,008,417	45.7	5,299,991	79.1	37.6	5,299,991	37.6	4,836,749	90.1	178.7	4,836,749	178.7
	No less than 8MP	410,680	50.8	337.5	410,680	337.5	1,115,236	100.1	545.9	1,115,236	545.9	803,316	110.5	399.1	803,316	399.1	942,114	96.2	521.2	942,114	521.2	192,284	113.6	1038.6	192,284	1038.6
		11,589,489	52.1	225.1	11,589,489	225.1	31,738,558	94.5	300.2	31,738,558	300.2	20,978,751	94.2	221.9	20,978,751	221.9	23,699,500	92.6	297.9	23,699,500	297.9	3,660,657	105.7	470.6	3,660,657	470.6

\* Due to the increase in the number of participating companies in the statistical survey from January 2008, the "comparison" is not rigorously defined, and the figures might be considered just as "reference values."

(Camera & Imaging Products Association)

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.