

Production, Shipment of Digital Still Camera
February, January-February 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)				
	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	7,173,899	132.4	125.4	12,591,462	126.4	6,905,932	117.5	126.0	12,783,811	134.2	854,190	141.7	103.0	1,456,937	104.7	6,051,742	114.7	130.1	11,326,874	139.3					
	118,960,749	127.2	124.8	212,480,488	125.8	138,447,441	111.8	118.2	262,287,919	123.7	21,042,962	144.6	111.7	35,594,579	107.1	117,404,479	107.4	119.4	226,693,340	126.7					
B y T y p e	Camera with Built-in Lens	6,549,068	135.9	125.0	11,368,436	126.3	6,318,500	119.0	126.1	11,626,664	135.7	756,405	139.8	97.2	1,297,362	101.1	5,562,095	116.7	131.5	10,329,302	141.8				
		86,765,147	132.6	117.8	152,175,632	119.6	98,555,799	114.4	111.4	184,743,388	119.3	15,293,641	152.3	96.3	25,333,353	94.9	83,262,158	109.3	114.7	159,410,035	124.4				
	SLR with Interchangeable Lens	624,831	104.5	129.4	1,223,026	127.3	587,432	103.1	124.2	1,157,147	121.0	97,785	158.3	189.9	159,575	146.3	489,647	96.4	116.2	997,572	117.8				
		32,195,602	114.5	148.6	60,304,856	144.4	39,891,642	105.9	139.1	77,544,531	135.3	5,749,321	127.4	193.9	10,261,226	157.1	34,142,321	103.0	132.8	67,283,305	132.5				
o B f y P N i u x m e b l e s r	Less than 8MP	1,662,073	84.1	36.3	3,638,530	44.8	1,852,888	76.7	41.3	4,267,137	54.7	120,226	62.6	18.3	312,293	28.4	1,732,662	78.0	45.2	3,954,844	59.0				
		17,714,462	77.1	27.7	40,681,941	35.4	23,012,885	71.5	29.7	55,186,408	39.9	2,166,373	73.1	16.1	5,128,501	22.6	20,846,512	71.4	32.6	50,057,907	43.2				
	No less than 8MP	5,511,826	160.2	484.7	8,952,932	484.4	5,053,044	145.9	508.5	8,516,674	495.1	733,964	178.7	427.0	1,144,644	389.9	4,319,080	141.5	525.6	7,372,030	516.8				
		101,246,287	143.5	323.4	171,798,547	317.4	115,434,556	125.9	290.7	207,101,511	281.3	18,876,589	162.9	351.7	30,466,078	289.7	96,557,967	120.6	281.2	176,635,433	279.9				

(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					
	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	854,190	141.7	103.0	1,456,937	104.7	2,068,117	106.1	106.3	4,016,970	120.9	2,098,020	153.9	132.9	3,461,280	131.9	1,207,667	89.1	159.4	2,563,612	156.8	677,938	111.7	183.6	1,285,012	233.0	
	21,042,962	144.6	111.7	35,594,579	107.1	43,377,206	99.0	103.4	87,182,002	120.8	37,344,863	133.4	116.1	65,332,031	114.7	27,095,113	93.4	150.9	56,094,604	140.2	9,587,297	112.8	154.4	18,084,703	186.6	
B y T y p e	Camera with Built-in Lens	756,405	139.8	97.2	1,297,362	101.1	1,868,781	109.4	107.4	3,576,374	121.6	1,954,654	161.3	136.0	3,166,389	135.8	1,074,189	86.1	155.1	2,322,146	157.2	664,471	110.8	184.0	1,264,393	236.7
		15,293,641	152.3	96.3	25,333,353	94.9	29,462,789	104.5	99.4	57,659,724	116.1	27,264,054	149.1	116.3	45,549,172	115.0	17,638,220	81.8	128.1	39,196,143	130.1	8,897,095	109.7	154.8	17,004,996	195.6
	SLR with Interchangeable Lens	97,785	158.3	189.9	159,575	146.3	199,336	82.6	96.8	440,596	115.9	143,366	94.6	100.9	294,891	101.0	133,478	123.6	204.6	241,466	153.5	13,467	188.3	169.4	20,619	118.3
		5,749,321	127.4	193.9	10,261,226	157.1	13,914,417	89.2	112.9	29,522,278	131.0	10,080,809	103.9	115.4	19,782,859	114.0	9,456,893	127.1	226.0	16,898,461	171.0	690,202	177.2	149.6	1,079,707	108.3
o B f y P N i u x m e b l e s r	Less than 8MP	120,226	62.6	18.3	312,293	28.4	591,715	71.0	36.7	1,425,332	51.2	598,725	106.9	45.3	1,158,669	53.5	221,767	53.6	39.5	635,598	50.5	320,455	77.3	96.3	735,245	148.0
		2,166,373	73.1	16.1	5,128,501	22.6	7,743,690	64.2	28.3	19,809,928	42.2	7,262,464	103.6	34.2	14,270,881	39.0	2,351,816	44.4	22.9	7,651,807	31.4	3,488,542	72.1	68.4	8,325,291	106.7
	No less than 8MP	733,964	178.7	427.0	1,144,644	389.9	1,476,402	132.4	445.0	2,591,638	483.5	1,499,295	186.6	581.5	2,302,611	501.5	985,900	104.6	503.3	1,928,014	511.9	357,483	185.9	986.1	549,767	1,003.8
		18,876,589	162.9	351.7	30,466,078	289.7	35,633,516	112.3	243.6	67,372,074	267.3	30,082,399	143.4	275.1	51,061,150	250.4	24,743,297	104.4	322.7	48,442,797	310.1	6,098,755	166.6	548.4	9,759,412	516.4

* 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.

- Interchangeable lenses included standard lenses also, excepting lenses used only for APS Camera and Digital Camera.
- Comparison over the previous month.
- Comparison over the same month a year ago.
- Comparison over the same period a year ago.