

Production, Shipment of Digital Still Camera
June, January-June 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)					
	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)	Jan.-Jun.	5)	Jun.	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	9,684,293	92.7	128.5	54,370,359	126.5	9,833,701	93.8	129.9	55,582,357	131.0	781,677	100.2	90.6	5,273,254	100.6	9,052,024	93.3	135.0	50,309,103	135.2	
	148,235,129	95.5	116.5	847,033,560	120.2	181,991,075	92.9	110.9	1,053,584,667	117.1	19,210,231	104.5	88.1	129,355,849	101.4	162,780,844	91.7	114.4	924,228,818	119.7	
Type	Camera with Built-in Lens	8,843,865	91.8	127.7	50,040,473	126.6	9,023,229	93.7	129.2	51,337,175	131.4	668,555	97.6	84.2	4,657,048	97.2	8,354,674	93.4	135.0	46,680,127	136.2
	SLR with Interchangeable Lens	115,035,192	93.7	113.3	653,408,745	116.9	138,306,924	92.4	107.1	800,434,708	114.4	13,487,403	102.7	76.6	93,871,036	92.4	124,819,521	91.4	111.9	706,563,672	118.1
Price	Less than 8MP	840,428	104.0	137.1	4,329,886	125.3	810,472	96.0	138.4	4,245,182	125.4	113,122	118.2	164.3	616,206	136.9	697,350	93.1	134.9	3,628,976	123.7
	No less than 8MP	33,199,937	102.1	128.9	193,624,815	132.5	43,684,151	94.5	125.0	253,149,959	126.9	5,722,828	108.9	135.7	35,484,813	136.7	37,961,323	92.6	123.6	217,665,146	125.4
Price	Less than 8MP	1,659,253	78.3	31.8	12,234,247	37.1	1,911,999	89.8	35.5	13,658,828	41.8	69,106	111.2	14.0	637,952	17.1	1,842,893	89.1	37.6	13,020,876	45.0
	No less than 8MP	17,083,410	83.6	23.4	125,749,450	27.8	22,701,832	89.4	24.9	164,636,291	29.6	1,315,792	119.4	13.1	11,239,061	14.7	21,386,040	88.1	26.4	153,397,230	32.0
Price	Less than 8MP	8,025,040	96.4	345.7	42,136,112	419.2	7,921,702	94.9	363.5	41,923,529	428.8	712,571	99.2	193.1	4,635,302	308.0	7,209,131	94.5	398.2	37,288,227	450.8
	No less than 8MP	131,151,719	97.3	241.1	721,284,110	286.4	159,289,243	93.4	218.2	888,948,376	258.8	17,894,439	103.5	152.3	118,116,788	232.3	141,394,804	92.2	230.8	770,831,588	263.4

(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					
	Jun.	3)	4)	Jan.-Jun.	5)	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	Jun.	3)	4)*	Jan.-Jun.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	781,677	100.2	90.6	5,273,254	100.6	3,336,329	100.8	134.6	17,005,707	124.7	2,882,003	81.4	125.0	17,642,105	134.3	1,812,475	100.2	138.7	10,376,144	141.5	1,021,217	98.2	165.6	5,285,147	170.8	
	19,210,231	104.5	88.1	129,355,849	101.4	63,120,019	95.0	115.1	341,382,400	116.9	48,711,544	81.3	107.0	298,199,326	116.0	36,490,790	100.8	116.5	209,403,278	123.4	14,458,491	96.5	135.8	75,243,814	141.8	
Type	Camera with Built-in Lens	668,555	97.6	84.2	4,657,048	97.2	3,036,290	102.2	135.2	15,446,115	125.3	2,653,741	80.5	124.3	16,451,566	135.7	1,658,904	99.9	138.0	9,586,183	141.3	1,005,739	98.4	165.5	5,196,263	171.5
	SLR with Interchangeable Lens	13,487,403	102.7	76.6	93,871,036	92.4	47,092,876	97.3	113.6	247,974,967	114.9	36,588,338	79.0	103.8	228,263,185	115.4	27,515,429	98.7	110.9	159,770,485	117.9	13,622,878	97.1	135.1	70,555,035	143.5
Price	Less than 8MP	113,122	118.2	164.3	616,206	136.9	300,039	88.6	129.2	1,559,592	119.1	228,262	93.7	133.4	1,190,539	117.9	153,571	103.6	146.7	789,961	143.4	15,478	84.4	172.2	88,884	139.4
	No less than 8MP	5,722,828	108.9	135.7	35,484,813	136.7	16,027,143	88.7	120.0	93,407,433	122.7	12,123,206	89.0	117.9	69,936,141	117.7	8,975,361	107.8	137.7	49,632,793	145.4	835,613	87.7	150.0	4,688,779	119.7
Price	Less than 8MP	69,106	111.2	14.0	637,952	17.1	606,161	89.3	32.6	4,268,831	39.3	601,224	83.8	34.2	4,487,147	42.7	208,586	87.5	26.3	1,803,692	36.4	426,922	98.7	87.8	2,461,206	94.9
	No less than 8MP	1,315,792	119.4	13.1	11,239,061	14.7	7,821,306	90.2	23.7	55,539,753	29.9	6,646,911	80.9	25.1	50,657,691	30.8	2,453,796	95.0	17.2	20,170,982	22.5	4,464,027	92.5	61.9	27,028,804	69.1
Price	Less than 8MP	712,571	99.2	193.1	4,635,302	308.0	2,730,168	103.8	442.6	12,736,876	461.9	2,280,779	80.8	415.6	13,154,958	499.6	1,603,889	102.1	311.8	8,572,452	359.9	594,295	97.8	455.9	2,823,941	565.8
	No less than 8MP	17,894,439	103.5	152.3	118,116,788	232.3	55,298,713	95.7	254.1	285,842,647	269.3	42,064,633	81.4	221.3	247,541,635	267.7	34,036,994	101.2	199.6	189,232,296	236.4	9,994,464	98.4	291.2	48,215,010	345.0

* 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.