

Production, Shipment of Digital Still Camera
June, January-June in 2009

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	7,660,833	99.4	79.1	39,417,368	72.5	7,506,177	93.3	76.3	41,420,022	74.5	720,998	118.3	92.2	4,397,050	83.4	6,785,179	91.2	75.0	37,022,972	73.6	
	108,056,860	102.8	72.9	541,807,793	64.0	125,427,678	95.9	68.9	655,014,454	62.2	16,223,883	119.8	84.5	94,410,503	73.0	109,203,795	93.2	67.1	560,603,951	60.7	
By Type	Camera with Built-in Lens	6,747,025	97.5	76.3	35,762,532	71.5	6,608,038	90.9	73.2	37,642,427	73.3	613,183	115.5	91.7	3,931,004	84.4	5,994,855	89.0	71.8	33,711,423	72.2
		75,481,325	97.6	65.6	408,236,949	62.5	84,760,617	89.7	61.3	483,739,065	60.4	11,051,495	114.4	81.9	71,590,702	76.3	73,709,122	86.9	59.1	412,148,363	58.3
	SLR with Interchangeable Lens	913,808	116.5	108.7	3,654,836	84.4	898,139	115.3	110.8	3,777,595	89.0	107,815	137.8	95.3	466,046	75.6	790,324	112.7	113.3	3,311,549	91.3
	32,575,535	117.2	98.1	133,570,844	69.0	40,667,061	112.1	93.1	171,275,389	67.7	5,172,388	133.4	90.4	22,819,801	64.3	35,494,673	109.5	93.5	148,455,588	68.2	
By Number of Pixels	Less than 10MP	872,182	88.2	12.9	6,263,072	16.0	870,433	86.4	12.3	7,292,932	17.7	50,959	86.6	17.3	578,856	21.5	819,474	86.4	12.1	6,714,076	17.5
		7,887,675	94.6	9.7	59,583,465	12.7	9,519,031	92.4	9.6	75,827,290	12.9	935,450	86.0	18.2	9,163,111	19.0	8,583,581	93.1	9.1	66,664,179	12.4
	No less than 10MP	6,788,651	101.1	230.5	33,154,296	217.2	6,635,744	94.3	239.6	34,127,090	236.1	670,039	121.7	137.7	3,818,194	148.1	5,965,705	91.9	261.3	30,308,896	255.2
		100,169,185	103.5	149.3	482,224,328	128.2	115,908,647	96.2	140.3	579,187,164	124.2	15,288,433	122.8	108.6	85,247,392	105.1	100,620,214	93.2	146.8	493,939,772	128.2

(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	720,998	118.3	92.2	4,397,050	83.4	2,284,992	90.6	68.5	12,492,278	73.5	2,296,714	85.1	79.7	12,334,439	69.9	1,429,664	100.8	78.9	8,322,474	80.2	773,809	96.8	75.8	3,873,781	73.3	
	16,223,883	119.8	84.5	94,410,503	73.0	40,119,503	92.0	63.6	200,762,817	58.8	33,798,205	88.8	69.4	168,641,416	56.6	26,320,913	101.0	72.1	145,928,390	69.7	8,965,174	94.7	62.0	45,271,328	60.2	
By Type	Camera with Built-in Lens	613,183	115.5	91.7	3,931,004	84.4	1,922,929	88.4	63.3	10,902,379	70.6	2,066,028	82.3	77.9	11,494,356	69.9	1,254,340	99.2	75.6	7,534,540	78.6	751,558	95.6	74.7	3,780,148	72.7
		11,051,495	114.4	81.9	71,590,702	76.3	24,601,146	83.9	52.2	135,756,333	54.7	24,107,963	82.0	65.9	132,052,031	57.9	17,079,707	98.7	62.1	103,286,464	64.6	7,920,306	90.2	58.1	41,053,535	58.2
	SLR with Interchangeable Lens	107,815	137.8	95.3	466,046	75.6	362,063	104.5	120.7	1,589,899	101.9	230,686	123.1	101.1	840,083	70.6	175,324	113.9	114.2	787,934	99.7	22,251	167.4	143.8	93,633	105.3
	5,172,388	133.4	90.4	22,819,801	64.3	15,518,357	108.4	96.8	65,006,484	69.6	9,690,242	111.8	79.9	36,589,385	52.3	9,241,206	105.6	103.0	42,641,926	85.9	1,044,868	153.8	125.0	4,217,793	90.0	
By Number of Pixels	Less than 10MP	50,959	86.6	17.3	578,856	21.5	288,317	84.0	11.9	2,170,937	17.4	295,377	88.8	13.1	2,203,498	15.7	76,653	72.5	6.4	1,004,259	13.8	159,127	95.1	17.9	1,335,382	28.7
		935,450	86.0	18.2	9,163,111	19.0	3,078,719	96.6	8.8	21,310,459	11.4	3,085,897	96.4	10.4	21,340,122	11.7	869,376	74.2	4.8	10,972,695	9.9	1,549,589	93.4	13.9	13,040,903	22.0
	No less than 10MP	670,039	121.7	137.7	3,818,194	148.1	1,996,675	91.7	217.5	10,321,341	229.4	2,001,337	84.6	323.3	10,130,941	277.8	1,353,011	103.1	220.9	7,318,215	236.3	614,682	97.2	458.6	2,538,399	401.1
		15,288,433	122.8	108.6	85,247,392	105.1	37,040,784	91.6	132.4	179,452,358	115.8	30,712,308	88.1	161.2	147,301,294	127.2	25,451,537	102.3	139.8	134,955,695	137.0	7,415,585	95.0	224.9	32,230,425	202.6

(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.