

Production, Shipment of Digital Still Camera
March, January-March in 2010

Unit Upper: PCS, Lower: 1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)					
	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)*	Jan.-Mar.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	10,826,105	148.8	159.7	24,649,777	158.1	11,190,213	155.3	145.7	24,691,904	145.9	986,602	103.5	102.6	2,494,736	107.5	10,203,611	163.2	151.8	22,197,168	152.0	
	116,387,952	136.3	125.7	281,213,770	131.6	150,507,825	145.2	128.8	348,843,270	136.6	20,122,004	112.9	96.3	48,623,655	102.2	130,385,821	151.9	135.8	300,219,615	144.5	
By Type	Camera with Built-in Lens	10,043,106	153.6	160.2	22,435,169	155.6	10,382,505	160.8	145.0	22,457,476	143.3	852,746	100.7	98.1	2,189,997	101.9	9,529,759	169.9	151.5	20,267,479	149.9
		91,537,126	148.4	123.1	208,659,945	123.8	114,766,841	161.9	122.6	248,407,377	125.3	14,135,835	108.0	85.3	34,363,674	88.6	100,631,006	174.1	130.6	214,043,703	134.2
	SLR with Interchangeable Lens	782,999	106.4	154.4	2,214,608	188.9	807,708	107.8	154.0	2,234,428	177.3	133,856	126.4	145.1	304,739	178.3	673,852	104.7	155.9	1,929,689	177.2
		24,850,826	104.7	136.4	72,553,825	160.7	35,740,984	109.1	153.4	100,435,893	175.9	5,986,169	126.3	138.4	14,259,981	162.3	29,754,815	106.1	156.9	86,175,912	178.3

(By Destination)

Unit Upper: PCS, Lower: 1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas					
	Mar.	3)	4)	Jan.-Mar.	5)	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	Mar.	3)	4)*	Jan.-Mar.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	986,602	103.5	102.6	2,494,736	107.5	2,965,390	137.2	144.3	7,343,766	149.2	4,461,759	187.1	161.4	8,470,005	154.1	2,376,100	169.6	147.6	5,468,111	153.9	400,362	130.4	136.7	915,286	144.4	
	20,122,004	112.9	96.3	48,623,655	102.2	36,228,743	126.0	119.9	95,023,348	130.8	51,383,284	179.2	147.5	101,203,046	150.7	37,408,505	150.7	138.2	92,352,903	155.3	5,365,289	150.8	138.2	11,640,318	136.6	
By Type	Camera with Built-in Lens	852,746	100.7	98.1	2,189,997	101.9	2,753,343	146.9	147.1	6,607,927	151.2	4,250,951	190.6	161.3	7,952,083	150.4	2,141,507	176.7	142.6	4,838,038	148.3	383,958	131.2	137.3	869,431	145.3
		14,135,835	108.0	85.3	34,363,674	88.6	27,465,469	151.9	119.1	65,307,118	128.1	42,527,118	193.8	143.5	79,144,215	137.0	26,027,019	176.0	123.8	59,894,014	137.1	4,611,400	155.0	139.3	9,698,356	138.0
	SLR with Interchangeable Lens	133,856	126.4	145.1	304,739	178.3	212,047	74.0	116.0	735,839	133.3	210,808	137.3	164.3	517,922	246.1	234,593	124.1	217.4	630,073	216.1	16,404	113.6	123.6	45,855	130.4
		5,986,169	126.3	138.4	14,259,981	162.3	8,763,274	82.2	122.5	29,716,230	137.3	8,856,166	131.4	170.3	22,058,831	235.3	11,381,486	113.3	188.3	32,458,889	205.4	753,889	129.3	131.4	1,941,962	129.9

(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.