

Production, Shipment of Digital Still Camera
October, January-October 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)					
	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)	Jan.-Oct.	5)	Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	13,438,767	104.3	94.1	100,833,970	121.3	13,634,746	104.9	96.3	100,241,123	116.8	859,903	81.5	110.7	8,434,183	108.0	12,774,843	107.0	95.5	91,806,940	117.7	
	144,053,509	103.0	83.8	1,133,783,599	104.0	170,930,872	102.5	84.5	1,355,698,312	103.1	16,137,678	80.2	93.2	161,954,152	95.3	154,793,194	105.5	83.7	1,193,744,160	104.3	
By Type	Camera with Built-in Lens	12,006,747	103.4	92.3	90,713,738	120.2	12,216,943	104.2	95.2	90,207,369	115.6	708,456	77.8	106.5	7,255,827	104.6	11,508,487	106.4	94.6	82,951,542	116.7
		102,049,063	101.0	79.8	820,374,027	100.3	118,127,628	98.7	83.2	957,836,402	100.1	9,655,289	69.1	84.3	110,471,453	87.8	108,472,339	102.7	83.1	847,364,949	102.0
	SLR with Interchangeable Lens	1,432,020	111.6	112.1	10,120,232	132.5	1,417,803	111.3	107.1	10,033,754	129.2	151,447	104.8	135.9	1,178,356	135.1	1,266,356	112.1	104.4	8,855,398	128.4
		42,004,446	108.3	95.4	313,409,572	115.1	52,803,244	112.0	87.6	397,861,910	111.2	6,482,389	105.6	110.6	51,482,699	116.5	46,320,855	113.0	85.2	346,379,211	110.4

(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					
	Oct.	3)	4)	Jan.-Oct.	5)	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	Oct.	3)	4)*	Jan.-Oct.	5)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	859,903	81.5	110.7	8,434,183	108.0	4,295,567	117.6	91.4	30,758,997	117.1	5,930,078	120.7	91.2	36,320,339	111.2	1,906,738	69.2	112.5	20,599,803	129.0	642,460	102.9	133.3	4,127,801	133.9	
	16,137,678	80.2	93.2	161,954,152	95.3	51,186,893	120.4	74.1	377,294,070	92.4	65,067,013	119.3	83.5	428,094,327	103.4	31,581,312	73.7	99.6	339,928,971	120.9	6,957,976	103.3	111.1	48,426,792	117.1	
By Type	Camera with Built-in Lens	708,456	77.8	106.5	7,255,827	104.6	3,810,630	117.2	90.4	27,346,905	117.7	5,505,711	120.1	91.2	33,729,289	110.2	1,583,542	66.5	108.8	17,934,273	125.2	608,604	102.1	133.7	3,941,075	134.8
		9,655,289	69.1	84.3	110,471,453	87.8	34,144,725	115.8	71.2	257,801,270	92.6	50,392,491	117.9	85.3	330,414,389	101.2	18,162,192	65.5	97.9	217,832,868	113.3	5,772,931	101.1	115.0	41,316,422	121.4
	SLR with Interchangeable Lens	151,447	104.8	135.9	1,178,356	135.1	484,937	121.0	100.3	3,412,092	112.7	424,367	128.7	91.6	2,591,050	125.1	323,196	87.1	135.0	2,665,530	162.9	33,856	121.8	127.4	186,726	117.6
		6,482,389	105.6	110.6	51,482,699	116.5	17,042,168	130.8	80.6	119,492,800	92.1	14,674,522	124.5	78.0	97,679,938	111.4	13,419,120	88.5	101.9	122,096,103	137.4	1,185,045	115.3	95.2	7,110,370	97.0

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

2) Interchangeable lenses included standard lenses else , 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.