

2009-2011 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

Total Shipments

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	9,687	129.7%	10,349	106.8%	11,242	108.6%	12,029	107.0%
Cameras with Built-in Lens	110,070	118.5%	108,622	98.7%	111,207	102.4%	113,925	102.4%
Digital Cameras (Total)	119,757	119.3%	118,971	99.3%	122,449	102.9%	125,954	102.9%
Interchangeable Lenses for SLR Cameras	15,655	125.1%	16,610	106.1%	17,972	108.2%	19,151	106.6%

Shipments for Japan

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,251	117.4%	1,297	103.6%	1,377	106.2%	1,438	104.4%
Cameras with Built-in Lens	9,860	99.4%	9,536	96.7%	9,459	99.2%	9,385	99.2%
Digital Cameras (Total)	11,111	101.1%	10,833	97.5%	10,836	100.0%	10,823	99.9%
Interchangeable Lenses for SLR Cameras	1,902	114.2%	1,971	103.6%	2,089	106.0%	2,167	103.8%

Shipments for Europe

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	3,594	130.6%	3,829	106.5%	4,126	107.8%	4,358	105.6%
Cameras with Built-in Lens	34,296	115.3%	33,848	98.7%	34,010	100.5%	34,454	101.3%
Digital Cameras (Total)	37,890	116.6%	37,677	99.4%	38,136	101.2%	38,812	101.8%
Interchangeable Lenses for SLR Cameras	5,225	121.3%	5,604	107.3%	6,034	107.7%	6,340	105.1%

Shipments for North America

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	2,868	122.6%	2,907	101.4%	3,067	105.5%	3,215	104.8%
Cameras with Built-in Lens	36,020	118.5%	33,359	92.6%	33,603	100.7%	34,022	101.2%
Digital Cameras (Total)	38,888	118.8%	36,266	93.3%	36,670	101.1%	37,237	101.5%
Interchangeable Lenses for SLR Cameras	5,225	122.9%	5,250	100.5%	5,511	105.0%	5,825	105.7%

Shipments for Asia

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,746	147.6%	2,028	116.1%	2,317	114.2%	2,594	112.0%
Cameras with Built-in Lens	18,118	118.4%	18,698	103.2%	19,792	105.9%	20,807	105.1%
Digital Cameras (Total)	19,864	120.5%	20,726	104.3%	22,109	106.7%	23,401	105.8%
Interchangeable Lenses for SLR Cameras	2,904	143.1%	3,315	114.2%	3,796	114.5%	4,212	110.9%

Shipments for Other Areas

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	229	178.7%	289	126.1%	355	122.9%	423	119.2%
Cameras with Built-in Lens	11,776	156.2%	13,181	111.9%	14,342	108.8%	15,257	106.4%
Digital Cameras (Total)	12,005	156.5%	13,470	112.2%	14,697	109.1%	15,680	106.7%
Interchangeable Lenses for SLR Cameras	399	153.4%	469	117.6%	542	115.5%	607	112.0%

Note: Figures may not add up due to rounding.