



Shipment History and Latest Forecast

Product Category	Actual											Forecast	
	2,006	2,007	% Ch	2,008	% Ch	2009	% Ch	2010	% Ch	2011	% Ch	2012	% Ch
Digital SLR/Mirrorless Cameras	145,084	208,514	43.7%	313,416	50.3%	323,327	3.2%	415,189	28.4%	440,285	6.0%	485,500	10.3%
Digital Lens Shutter Cameras	2,886,037	3,559,047	23.3%	3,609,018	1.4%	2,969,236	-17.7%	3,254,314	9.6%	2,491,332	-23.4%	2,207,000	-11.4%
Digital Cameras (TOTAL)	3,031,121	3,767,561	24.3%	3,922,434	4.1%	3,292,563	-16.1%	3,669,503	11.4%	2,931,617	-20.1%	2,692,500	-8.2%
Total Film (000's rolls)	12,900	7,883	-38.9%	4,396	#####	2,193	-50.1%	1,551	-29.3%	991	-36.1%	643	-35.1%
Colour Roll Paper(sheets)	32,532,491	28,704,497	-11.8%	22,712,852	#####	18,381,432	-19.1%	15,733,828	-14.4%	12,845,225	-18.4%	9,728,000	-24.3%
Binoculars	231,927	212,034	-8.6%	184,958	#####	163,256	-11.7%	208,410	27.7%	198,790	-4.6%	206,674	4.0%
Professional Film(rolls)	133,587	74,260	-44.4%	45,909	#####	47,888	4.3%	17,173	-64.1%	13,414	-21.9%	9,750	-27.3%
Professional Colour Negative Film(Rolls)	313,403	169,501	-45.9%	110,717	#####	97,318	-12.1%	65,653	-32.5%	48,388	-26.3%	33,790	-30.2%