



Shipment History and Latest Forecast

Product Category	Actual																		Forecast		
	2000	2001	% Ch	2002	% Ch	2003	% Ch	2004	% Ch	2005	% Ch	2006	% Ch	2007	% Ch	2008	% Ch	2009	% Ch	2010	% Ch
Digital SLR Cameras								58,957		96,717	64.0%	145,084	50.0%	208,514	43.7%	313,416	50.3%	323,327	3.2%	345,000	6.7%
Digital Lens Shutter Cameras								2,241,809		2,365,718	5.5%	2,886,037	22.0%	3,559,047	23.3%	3,609,018	1.4%	2,969,236	-17.7%	2,750,000	-7.4%
Digital Cameras(TOTAL)	234,758	433,424	84.6%	880,947	103.3%	1,488,226	68.9%	2,300,766	54.6%	2,462,435	7.0%	3,031,121	23.1%	3,767,561	24.3%	3,922,434	4.1%	3,292,563	-16.1%	3,095,000	-6.0%
SLR Cameras	84,597	88,618	4.8%	85,609	-3.4%	57,414	-32.9%	26,245	-54.3%	14,000	-46.7%	n/a	n/a	n/a		n/a		n/a		n/a	
Point & Shoot Cameras	1,255,598	1,142,360	-9.0%	892,459	-21.9%	643,294	-27.9%	297,342	-53.8%	178,000	-40.1%	n/a	n/a	n/a		n/a		n/a		n/a	
APS Cameras	276,880	209,721	-24.3%	137,619	-34.4%	37,918	-72.4%	4,522	-88.1%	n/a	n/a	n/a	n/a	n/a		n/a		n/a		n/a	
Film Cameras (TOTAL)	1,617,075	1,440,699	-10.9%	1,115,687	-22.6%	738,626	-33.8%	328,109	-55.6%	192,000	-41.5%	n/a	n/a	n/a		n/a		n/a		n/a	
Total Film (000's rolls)	60,140	56,654	-5.8%	54,501	-3.8%	46,282	-15.1%	31,198	-32.6%	25,875	-17.1%	12,900	-50.1%	7,883	-38.9%	4,396	-44.2%	2,193	-50.1%	1,406	-35.9%
Colour Roll Paper(sheets)	50,235,515	50,932,505	1.4%	51,388,927	0.9%	48,429,990	-5.8%	45,017,249	-7.0%	41,400,000	-8.0%	32,532,491	-21.4%	28,704,497	-11.8%	22,712,852	-20.9%	18,381,432	-19.1%	14,983,700	-18.5%
Binoculars	482,960	454,845	-5.8%	379,801	-16.5%	343,796	-9.5%	317,756	-7.6%	296,500	-6.7%	231,927	-21.8%	212,034	-8.6%	184,958	-12.8%	163,256	-11.7%	160,910	-1.4%
Professional Film(rolls)	1,028,584	853,200	-17.1%	762,344	-10.6%	661,154	-13.3%	475,176	-28.1%	282,000	-40.7%	133,587	-52.6%	74,260	-44.4%	45,909	-38.2%	47,888	4.3%	23,200	-51.6%
Professional Colour Negative Film(Rolls)	2,230,546	1,927,185	-13.6%	1,781,577	-7.6%	1,426,035	-20.0%	974,557	-31.7%	555,000	-43.1%	313,403	-43.5%	169,501	-45.9%	110,717	-34.7%	97,318	-12.1%	70,700	-27.4%

Updated: January 2010