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**NEC PROJECTORS SELECTED BY DICKINSON THEATRES FOR FULL
DIGITAL CINEMA CONVERSION**

***Ballantyne Strong to Provide NEC Projectors, Installation and Support;
Cinedigm to Provide Digital Cinema Deployment***

CHICAGO – October 12, 2010 – NEC Display Solutions of America, a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that Dickinson Theatres has selected NEC DLP Cinema® projectors and GDC servers for 250 digital cinema systems. The full digital conversion will take place in 25 theatres in 5 midwest states, half of which are expected to be completed in the next 12 months. Ballantyne Strong, Inc. (NYSE Amex: BTN) is the project's reseller and will provide installation services; Cinedigm will provide the deployment support utilizing its integration program, while full financing is provided by NEC Financial Services and bankers Macquarie International.

“We are delighted to have secured this contract with Dickinson Theatres and to have NEC Financial Services provide the financing to make this deployment possible,” said Pierre Richer, President and C.O.O. of NEC Display Solutions. “NEC’s Digital Cinema Projector Series provides the highest quality for moviegoers, and when coupled with NEC’s financing solutions, represents a best-in-class solution for exhibitors looking to make the move to digital. Partnering with Ballantyne and Cinedigm on this particular deployment is not only an asset for NEC but a building block to leverage Dickinson’s theatres.”

The system installation will include, in addition to NEC's fully 4K-upgradeable projectors, GDC Servers and digital audio hardware. The Digital Cinema Projector Series is fully Digital Cinema Initiatives (DCI) Compliant and exceeds the high standards in the digital cinema industry with enhanced cooling capabilities and user interface. Dickinson has taken advantage of NEC's unique financing services, which has been an asset to many of NEC's negotiations for digital conversions in cinemas this year.

"Having the new screens will allow us to celebrate our 90th anniversary this November with 3D films, live sports programming and concert films," said John Hartley, President and CEO of Dickinson Theatres. "It's an exciting adventure for us to begin at such a pivotal point in our company's history. Working with NEC, Cinedigm and Ballantyne has been a perfect fit for this project from conception."

"As NEC's master reseller for digital cinema projectors in the Americas, we are very excited to team with NEC and Cinedigm to execute this turnkey digital cinema deployment for Dickinson Theatres, a long-time Ballantyne customer," said John Wilmers, President and CEO, Ballantyne Strong.

"GDC is delighted to be a part of Dickinson Theatre's digital cinema conversion plan," said Dr. Man-Nang Chong, founder and CEO of GDC Technology. "Having established a solid partnership with NEC, Cinedigm and Ballantyne Strong, we are confident that this collaboration will not only heighten the entertainment experience for customers, but also ensure Dickinson Theatres are serviced with top quality and future proof digital cinema technology."

"We value our partnership with Dickinson Theatres and are thrilled to be working with them on their digital cinema rollout in conjunction with NEC," said Chuck Goldwater, President of the Media Services Group at Cinedigm. "Multi-pronged relationships are the basis of Cinedigm's business, and being part of the digital solution for Dickinson together with our partners at NEC is right where we want to be."

For more information about NEC's digital cinema projectors, please visit

<http://www.necdisplay.com/Products/SubClass/?subclass=Projectors>.

To learn more about financing options, please visit <http://www.necdisplay.com/GoDigital>

or contact NECDigitalCinemaLease@neclease.com.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

About VUKUNET

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit www.vukunet.com or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

About Ballantyne Strong, Inc. (www.ballantyne-strong.com)

Ballantyne Strong, Inc., is a provider of digital cinema projection equipment and services as well as cinema screens, motion picture projectors and specialty lighting equipment and services. The Company supplies major and independent theater chains, top arenas, theme parks and architectural sites around the world.

About NEC Financial Services, LLC

NEC Financial Services, LLC, delivers tailored leasing structures of extraordinary flexibility to customers nationwide and has expanded to include a complete range of technologies and services. NEC Financial Services offers financing services to Solution

Providers, System Integrators, Resellers and Dealers, and their customers by supporting the sale of products and solutions to businesses in the United States. For more information, visit www.neclease.com.

About Cinedigm

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company partners with Hollywood movie studios, independent movie distributors, and exhibitors to bring movies in digital cinema format to audiences across the country. Cinedigm's digital cinema deployment organization, software, satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and marketing and distribution platform for alternative content such as CineLive® 3-D and 2-D sports and concerts, thematic programming and independent movies is a cornerstone of the digital cinema transformation. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp. www.cinedigm.com [CIDM-G]