



## Marcus Theatres® Selects NEC Digital Cinema Projectors and Displays for Full-Scale Rollout at Its 47 Locations

### *Prestigious 75-Year-Old Theater Chain Preparing for New 3D Blockbuster Films*

CHICAGO--(BUSINESS WIRE)-- [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that Marcus Theatres® (NYSE: MCS) has selected NEC projectors to make a full-scale conversion to digital cinema on almost 700 screens it owns or manages across the Midwest and East.

The agreement also includes deployment of NEC large-screen displays for the theater chain's lobbies and concession areas to promote food, beverage and other specials as well as adhere to new FDA calorie guidelines.

"We've enjoyed a long history with Marcus Theatres and are grateful for the opportunity to expand our relationship to help meet the demands of 3D movies as well as the overall migration to digital cinema," said Pierre Richer, President and COO of NEC Display Solutions. "Unlike its competitors, NEC is able to offer a comprehensive solution for exhibitors — from high-performing digital cinema projectors to powerful, commercial-grade digital menu boards and our VUKUNET DOOH (Digital Out of Home) inventory management, ad delivery, billing and payment system — to generate new revenue streams as well as elevate the entire theater-going experience."

Marcus Theatres ordered NEC's complete line of digital cinema projectors — the NC1200, NC2000, NC3200S and NC3240S models — for virtually all of its circuit in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio. It also will deploy NEC's award-winning E, V and P Series large-screen displays in other areas of the cinemas.

"NEC Display is renowned for offering quality digital cinema projectors, but we're also looking forward to benefiting from a wider spectrum of products in our latest agreement," said Bruce Olson, President of Marcus Theatres. "The ability to change food and beverage items on the fly with dynamic digital menu boards and to easily run advertising will be true differentiators for us in the marketplace."

Meanwhile, Cinedigm (NASDAQ: CIDM), the global leader in digital cinema conversion programs, is responsible for structuring and implementing the underlying VPF (virtual print fee) agreement that enables the conversion to digital cinema, as well as providing the entire administration responsibility of the VPF program.

"We're thrilled we were able to create a customized digital cinema solution for Marcus Theatres, including an anchor position in our recently announced up to \$130 million digital cinema funding facility," said Chris McGurk, Chairman and CEO of Cinedigm. "We look forward to supporting the Marcus rollout so their audiences can enjoy the benefits of digital cinema as soon as possible."

Ballantyne Strong, Inc. (NYSE Amex: BTN) is the project's reseller, and will provide installation and integration services, warranty and first-level support, monitoring the health of each projector in the system from its network operations center. Doremi will provide the digital servers with integrated media blocks.

"Ballantyne Strong is extremely proud to continue our 40-plus year partnership with Marcus Theatres on their conversion to digital projection technology. Along with providing the first-rate equipment of our distribution partners, NEC and Doremi, Ballantyne will also be offering installation, NOC and after-sale maintenance services for the entire Marcus Theatres circuit," said President and CEO Gary L. Cavey of Ballantyne Strong.

"Doremi is honored to be working with partners NEC Display, Ballantyne and Cinedigm to benefit Marcus Theatres and its valued patrons," said Michael Archer, Vice President Digital Cinema at Doremi.

NEC digital cinema projectors are Digital Cinema Initiatives (DCI) compliant, which allows exhibitors to capitalize on current and future growth opportunities, and can be centrally managed, freeing up on-site theater personnel for more strategic activities.

The NEC deployment is scheduled to begin shortly to meet fall 3D blockbuster movies, including "Twixt," "Hugo," and "The Adventures of Tintin," with all screens slated to go digital by the end of 2011.

For more information on NEC's digital cinema projectors, visit <http://necdisplay.com/category/digital-cinema-projectors>.

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

NEC's Cinema Advantage program offers Reward Points and exclusive promotions to small-to-medium-sized exhibitors. Visit <http://neccinemaadvantage.com> to register.

### **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](http://www.necdisplay.com). For digital images, please visit <http://necdisplay.com/digital-media-library>.

### **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](http://www.vukunet.com) or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

### **About Marcus Theatres**

[Marcus Theatres®](http://www.marcustheatres.com), a division of [The Marcus Corporation](http://www.themarcuscorporation.com) (NYSE: MCS), is the sixth largest theatre circuit in the United States and currently owns or manages 684 screens at 55 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio, and one family entertainment center in Wisconsin. For more information, please visit [www.marcustheatres.com](http://www.marcustheatres.com).

### **About Ballantyne Strong, Inc. ([www.ballantyne-strong.com](http://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 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](http://www.cinedigm.com) [CIDM-G]

### **About Doremi**

Doremi is a leading developer and manufacturer of videodisk recorders and video servers for the broadcast, post production, digital cinema and ProAv markets.

Established in 1985, the Los Angeles based company's first product was the DAWN workstation for audio post production. DAWN performed digital multi-track audio recording and editing on a computer hard drive and quickly gained popularity as an affordable, high quality alternative to tape based recorders and editors.

Keeping in line with Moore's Law, Doremi engineers looked to design new products with video recording capabilities. The result was the V1 Video Disk Recorder, which premiered at NAB in 1996. The success of the V1 led to Doremi's worldwide expansion, opening facilities in France and Japan. The company's engineering and manufacturing capabilities produced a number of innovative products including the V1-HD JPEG2000 Recorder/Player and the Nugget HD Video Player.

In 2005, Doremi introduced Doremi Cinema LLC to market its line of Digital Cinema servers and mastering systems to the theatrical exhibition market. Today, Doremi continues to lead the industry in engineering innovation and remains focused on providing the highest quality products with the latest digital video technology.

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