

# Ballantyne Strong, Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ballantyne Strong, Inc Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Ballantyne Strong, Inc and its competitors. This provides our Clients with a clear understanding of Ballantyne Strong, Inc position in the [Media](#) Industry.

The report contains detailed information about Ballantyne Strong, Inc that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Ballantyne Strong, Inc. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Ballantyne Strong, Inc financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Ballantyne Strong, Inc competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Ballantyne Strong, Inc business.

## **About Ballantyne Strong, Inc**

Ballantyne Strong, Inc. operates as a manufacturer, distributor, and service provider to the theatre exhibition industry worldwide. The company also designs, develops, manufactures, and distributes lighting systems to entertainment lighting industry. It also manufactures cinema screens in Joliette, Canada through its Strong/MDI Screens, Inc. subsidiary.

### **Segments**

The company conducts its operations through two primary business segments, Theatre and Lighting.

#### **Theatre**

This segment engages in the manufacture, distribution, and service of film and digital projection equipment and accessories for the movie exhibition industry.

#### **Products**

Digital Equipment: Through a master reseller agreement with NEC Corporation of

America (NEC), the company distributes Starus DLP Cinema projectors. NEC offers the Starus NC2500S for large screen multiplexes, the NC1600C for medium-sized screens and the Starus NC800C for small theatres.

Through a formal distribution agreement with GDC Technology (USA), LLC, the company distributes GDC's line of digital cinema servers in North and South America. It also distributes accessories for digital cinema projectors including replacement parts, lens, lamps, and automations.

**Motion Picture Projection Equipment:** The company is a developer, manufacturer, and distributor of commercial motion picture projection equipment worldwide. Its commercial motion picture projection equipment can outfit and automate a motion picture projection booth and consists of 35mm and 70mm motion picture projectors, xenon lamphouses and power supplies, a console system combining a lamphouse and power supply into a single cabinet, soundhead reproducers and related products, such as sound systems. The commercial motion picture projection equipment is marketed under the trademarks of Strong and Simplex.

The company also distributes film handling equipment consisting of a three-deck or five-deck platter and a make-up table, which allows the reels of a full-length motion picture to be spliced together, thereby eliminating the need for an operator to change reels during the showing of the motion picture. The company's film transport systems are sold under the Strong name.

**Cinema Screens:** Through its screen manufacturing company in Canada, the company produces and sell screens for both digital and film applications to the theatre industry. In some instances, a screen can be used interchangeably with either a digital or film projector. The company also manufactures screens for the IMAX Corporation that are used for large-format applications.

**Xenon Lamps:** The company distributes xenon lamps for resale to the theatre and lighting industries through a distributorship agreement with Phillips.

**Replacement Parts:** The company has a significant installed base of approximately 50,000 motion picture projection systems.

**Lenses—**The company sells digital and film projection lenses worldwide.

**Service & Maintenance:** Through its wholly-owned subsidiary, Strong Technical

Services, Inc. (STS) the company provides cinema services, including film and digital projector maintenance, repair, installations, site surveys, and other services.

**Markets:** The company markets and sells its products to end users and through a network of domestic and international dealers to major theatre exhibitors. It markets its products in trade publications, such as Film Journal and Box Office and by participating in annual industry trade shows such as ShoWest, ShowEast, CineAsia in Asia, and Cinema Expo in Europe.

**Competition:** The company's major competitors include Christie Digital Systems; Cinemeccanica SpA; Kinoton GmbH; Texas Instruments; NEC; Barco NV; and SONY.

### Lighting Segment

This segment engages in the design, manufacture and distribution of lighting systems to the worldwide entertainment lighting industry. Under the trademark Strong, the company operates as a supplier of long-range follow spotlights, which are used for both permanent and touring applications. Under the trademark Britelight, the company is a supplier of searchlights and computer-based lighting systems for the motion picture production, television, live ente

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. BALLANTYNE STRONG, INC COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. BALLANTYNE STRONG, INC BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. BALLANTYNE STRONG, INC SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. BALLANTYNE STRONG, INC FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. BALLANTYNE STRONG, INC COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Ballantyne Strong, Inc Direct Competitors
- 5.2. Comparison of Ballantyne Strong, Inc and Direct Competitors Financial Ratios
- 5.3. Comparison of Ballantyne Strong, Inc and Direct Competitors Stock Charts
- 5.4. Ballantyne Strong, Inc Industry Analysis
  - 5.4.1. Media Industry Snapshot
  - 5.4.2. Ballantyne Strong, Inc Industry Position Analysis

## **6. BALLANTYNE STRONG, INC NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. BALLANTYNE STRONG, INC EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. BALLANTYNE STRONG, INC ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. BALLANTYNE STRONG, INC IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. BALLANTYNE STRONG, INC PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. BALLANTYNE STRONG, INC VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Ballantyne Strong, Inc Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Ballantyne Strong, Inc 1-year Stock Charts  
Ballantyne Strong, Inc 5-year Stock Charts  
Ballantyne Strong, Inc vs. Main Indexes 1-year Stock Chart  
Ballantyne Strong, Inc vs. Direct Competitors 1-year Stock Charts  
Ballantyne Strong, Inc Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

Ballantyne Strong, Inc Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Ballantyne Strong, Inc Key Executives  
Ballantyne Strong, Inc Major Shareholders  
Ballantyne Strong, Inc History  
Ballantyne Strong, Inc Products  
Revenues by Segment  
Revenues by Region  
Ballantyne Strong, Inc Offices and Representations  
Ballantyne Strong, Inc SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Ballantyne Strong, Inc Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Ballantyne Strong, Inc Capital Market Snapshot  
Ballantyne Strong, Inc Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Media Industry Statistics



Ballantyne Strong, Inc Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Ballantyne Strong, Inc Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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