

FOR IMMEDIATE RELEASE**HME introduces the new ION IQ All-In-One Headset; declares:
“The biggest thing in drive-thru is also the smallest.”***Half the size, twice the comfort!**ION IQ AIO offers greater comfort, reliability and sound quality.*

SAN DIEGO, CA—July 06, 2011—HM Electronics, Inc. is proud to introduce its new ION IQ AIO Headset; the smallest headset of its kind ever made for the drive-thru market—now available for QSRs worldwide.

Think Small!

Less than half the size of any competitor, this super-compact, super-lightweight headset brings unparalleled balance and comfort to drive-thru users. Its unique, all-on-one-side design means fewer moving parts, for greater reliability. And we’ve constructed the ION IQ AIO with cast parts, for even greater durability over time.

“We challenged our people to ‘think small’ from the moment this headset was conceived,” said Daren Haas, HME VP of Marketing & New Business Development. “This product definitely has wow factor.”

Clearer Sound and Expanded Coverage

The new ION IQ AIO features a highly directional microphone that isolates sound better and delivers crystal clear clarity to customers in the drive-thru. We also expanded its range above and beyond current drive-thru headsets, to reach out into far areas of the parking lot and resist interference from stainless steel walk-in coolers, counters and equipment.

“This is the ultimate package in a drive-thru headset,” said Haas, “Super small, super comfortable, super reliable—and with crystal clear sound. We may have set out to ‘think small’, but the ION IQ AIO will pay off big for our customers.”

About HME

HM Electronics, Inc. is a diverse group of companies providing solutions that enhance productivity and customer service in markets including restaurants, sports and professional audio. Founded in 1971, we sell, service and support products in 89 countries worldwide, via company-owned offices in

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the U.S., Canada, Europe, and China, and an extensive network of HME-authorized distributors, dealers and service agents. Every day quick service restaurants take over 24 million orders using HME systems. With the recent acquisition of Clear-Com, HME is the world's leading provider of professional intercom systems. To learn more, visit www.hme.com.

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