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*Announcing Zoom – The First Drive-Thru Time Management System*  
*HME's Zoom Presents a Whole New Way of Looking at the Drive-Thru*

**SAN DIEGO, CA — November 30, 2007** —HME is pleased to announce the QSR industry's first drive-thru time management system. Zoom enables quick service restaurants to get a complete picture of their drive-thru operations at a glance with up-to-the-second information to help them optimize the overall customer experience.

"We've all heard the cliché that a picture's worth a thousand words," said Daren Haas, HME Marketing Director, "and that is exactly what the new Zoom system does for our customers." "We designed Zoom's features and functionality so that it is easy for managers and crew members alike to see exactly how their entire drive-thru is performing at any particular time of day, shift, hour or minute."

Up to eight configurable real-time events can be displayed on Zoom's multi-color 17" LCD screen, which can be clearly seen from strategic locations in the restaurant. Realtime service-time status is compared to service-time goals on the Zoom display screen to help motivate crewmembers to stay on task.

Zoom's vast array of customizable reports can be viewed in-store and remotely in both graphical and text formats. With its configurable report templates, Zoom gives managers the flexibility to select parameters for measuring time in ways that make sense to their operation and goals.

Zoom's built-in network access enables managers and franchise owners to observe real-time business operations from any remote location using a web browser. Data can be imported from the Zoom system into a database to compare drive-thru data from multiple restaurants.

"Within one week of installing the Zoom Drive-Thru Time Management System we were able to shave 60 seconds off our total drive-thru time at a store with historical speed of service problems," said Bill Mayeski, Taco Bell's San Diego District Manager. "Because our team members can see real-time results for the drive-thru on the Zoom dashboard display, they are motivated to achieve speed-of-service goals and contribute to the overall success of the store."

For more information on the Zoom Drive-Thru Time Management System, or other HME QSR solutions, please call (800) 848-4468 or log-on to [www.hme.com](http://www.hme.com).

#### **About HME**

Founded in 1971, HME is an innovative technology company focused on enhancing productivity and customer service for the quick service restaurant and pro audio markets. HME's groundbreaking innovations, passion for excellence, and commitment to service have earned them the distinction of technology leader in the QSR industry. As the pioneer of the wireless headset for the drive-thru market, HME delivers the most comprehensive and customer-focused solutions to businesses worldwide. Recently acquired HME Wireless, Inc. (formerly NTN Wireless) offers a complete line of reliable onsite messaging solutions to improve efficiency and customer service for a variety of businesses worldwide.

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