

FOR IMMEDIATE RELEASE**HME introduces French version of ZOOM Drive-Thru Timer System;
Speeds drive-thru customer service for quick service restaurants**

SAN DIEGO, CA — April 29, 2013 — With the number of international quick service restaurants growing at a rapid pace, the need for multi-language drive-thru equipment continues to increase. To meet this growing global demand, HM Electronics, Inc. (HME) introduces the French version of its ZOOM Drive-Thru Timer System. For the first time, non-English speaking restaurants can enjoy all the benefits of this industry-leading product.

“Regardless of the country or language being spoken, customers want fast, accurate service,” says Daren Haas, Vice President of Marketing and New Business Development at HME. “The ZOOM gives restaurant managers and staff a real-time picture of their drive-thru operation in their own language so they can identify bottlenecks and take immediate action to deliver better service.”

The ZOOM offers a number of high-tech features that make managing a drive-thru lane easier than ever. These include an intuitive, multi-color dashboard display, powerful graphics, and network accessibility for restaurants with multiple locations. In addition, flexible reporting features enable managers to identify trends, anticipate and resolve problems, and motivate employees to deliver a faster, more enjoyable drive-thru dining experience.

“Whether at home or abroad, our mission is to provide quick service restaurants with the tools they need to improve customer service and increase profits,” says Haas. “Making the ZOOM available in French is part of following through on that mission. We look forward to releasing ZOOM in more languages in the near future.”

For more information on the ZOOM Drive-Thru Timer System or on drive-thru headset systems, visit www.hme.com or call 1-800-848-4468.

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 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 25 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.

#

HME

Customer Driven

Contact

Jessi Rueter
HME Marketing
(858) 646-8818
Email: jrueter@hme.com