
Digital Drive-Thru Communication System Gets Smarter

Smart Technology Provides Added Value, Ease-of-Use

POWAY, Calif. — July 13, 2005 — Drive-thru communication has gotten smarter. New from HM Electronics, Inc. (HME), Smart Technology has been implanted in the new upgrade of Wireless IQ system — the first digital drive-thru communication system available to the QSR market.

“Devices with Smart Technology offer special functionality that provide added value and ease-of-use for our customers,” said Daren Haas, director of marketing, HME. “It has been designed to provide system information and diagnostics so drive-thru employees can focus on serving customers. They won’t have to worry about running low on batteries or remembering to recharge in the middle of a busy shift. Additionally, multilingual — English, Spanish and French — voice prompts help employees better use and understand the equipment.”

When Smart Technology is implemented into a battery, the software is able to gauge the fuel of the battery, and upon power-up, the system will tell employees whether their battery will last the entire shift.

“Having a battery run out in the middle of rush hour can severely back up an already busy drive-thru line; this puts an entire operation into a flurry,” said Haas. “Time is money in the quick service restaurant (QSR) industry, which is why the battery life announcement feature of Smart Technology has been developed to alert customers of battery-life status.”

Headsets equipped with Smart Technology ensure that optimal acoustic performance is achieved so customer communication is more clear. The headset communicates with the belt-pac to minimize feedback, static and inconsistent audio.

Wireless IQ belt-pacs with Smart Technology utilize synthesized voice prompts to notify users whether the entire system is operating within standards.

- more -

Digital Drive-Thru Communication System Gets Smarter — page 2

“Whether the employee speaks English, Spanish or French, our Smart Technology speaks their language,” said Haas. “The upgraded features to the digital Wireless IQ system and addition of Smart Technology will help restaurants operate at peak performance.”

Smart Technology is available only with HME’s Wireless IQ Digital Communication System in the Comm6000ML belt-pac and HS12 headset. For more information, contact HME at (800) 848-4468 or visit www.hme.com.

Founded in 1971, HME is an innovative technology company focused on enhancing productivity and customer service for the quick service restaurant, pro audio and surveillance markets. HME’s groundbreaking innovations, passion for excellence, and commitment to service have earned the distinction of being the technology leader in QSR industry. A technology pioneer — the first to develop the wireless headset for the drive-thru and the intercom system for the pro audio industry — HME delivers the most comprehensive and customer-focused solutions to many businesses worldwide.

###

Contacts:

Angie Pietrolungo

Phone: (858) 535-6054

Fax: (858) 535-6140

E-mail: apietrolungo@hme.com

or

Tuyet Vu

Phone: (858) 646-8818

Fax: (858) 535-6140

E-mail: tvu@hme.com