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Digital Communications Arrives at the Drive-Thru

San Diego, CA — Communication just got clearer and more secure at the drive-thru. Wireless IQ, the new communication system from HME, is designed with the latest digital technologies for clearer communication and more efficient drive-thru service.

Unlike older analog systems with annoying background noise and static that muddle drive-thru communication, the digital Wireless IQ System provides significantly clearer sound quality. In the service-oriented quick service restaurant (QSR) industry, the sound quality at the order point plays a critical role in the customer's drive-thru experience. When orders are clearly understood, they can be processed more quickly. The recent *Drive-Thru Communications Study* conducted by the Global Growth Group showed that restaurants with clear drive-thru communication deliver food 22 seconds faster than those with unclear communication. "I have worked in the QSR industry for 13 years, and HME's new digital system is by far the best sound system I have ever used," says Mike Miller, General Manager of a major QSR chain.

"Wireless IQ is a quantum leap from analog systems," says Daren Haas, Director of Marketing at HME. "In addition to significantly better sound clarity, Wireless IQ's many features make it easier for restaurant managers and employees to serve customers more quickly, accurately and efficiently."

Wireless IQ's multi-channel communication, for instance, keeps more employees involved in the entire customer service process. Multiple employees — the order-taker and food prep crew — can talk and listen to the drive-thru customer while talking to each other on a private channel. This capability is not currently available on analog systems. By expanding full-duplex communication to more employees in the restaurant, Wireless IQ promotes teamwork, increases order accuracy, and helps managers train new employees more effectively.

Drive-thru communication is also more secure. Wireless IQ's digital spread spectrum technology and encrypted signals prevent unauthorized personnel from eavesdropping or interfering with drive-thru communication. This security feature makes it impossible for hackers to tap into Wireless IQ's operating frequency and eliminates noise and interference from external sources.

Furthermore, Wireless IQ comes with a suite of advanced features to help operators optimize drive-thru operations. Features like digital voice prompts, auto-hands-free mode, and digital message repeater automate service even more so that employees can focus on customer service rather than equipment operation. Operating in 2.4 GHz, Wireless IQ can be used anywhere in the world without the extra cost of licensing fees required for operating many analog systems.

HME has been the leading provider of technology for the QSR industry for two decades. A pioneer in technology, HME introduced the world's first patented wireless communication for the drive-thru application and designed the first wireless intercom system for the Pro-Audio industry. Today, HME continues to deliver the most comprehensive line of solutions to help businesses improve their productivity and security. From communication and security systems to speed-of-service timers, HME has built a reputation on delivering customer-driven solutions based on quality and reliability. Incorporated in 1971, the privately held HME develops, manufactures, markets and services its products over 80 countries worldwide.

For more information on the Wireless IQ, please call (800) 848-4468 or logon www.hme.com.

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