

McDonald's in Santa Claus' hometown celebrates Christmas early with new ZOOM timer system from HME

Rovaniemi, Finland, location is northernmost McDonald's in the world

SAN DIEGO, CA — November 9, 2010 — Just in time for Christmas! The Rovaniemi, Finland, location of McDonald's announces the installation of a new ZOOM drive-thru timer system from HME. Rovaniemi is the purported home of Santa Claus himself, where, since 1996, operator Tapio Aijala has counted on HME to improve his restaurant's performance.

And now – with the biggest potential for growth coming from the drive-thru lane – Aijala has turned to HME once again ... to ensure that every meal is delivered to the families of Rovaniemi, with greater speed and accuracy.

"The ZOOM system is designed to help us focus on just the right things," said Aijala. "We get service times that are displayed clearly, and in real time, so my employees know exactly what they're striving for. It's a great motivator."

With wintertime temperatures that can plunge to 40 degrees below zero (F!), Aijala also appreciates the durability and quality of HME products. Aijala's ZOOM system includes a new customer order display for the outside ordering point, and knowing that the system will stand up to the rigors of any environment, was also a big plus.

Aijala also noted the importance of being able to view what's happening at multiple points of the drive-thru, with just a glance.

"One look at the display and I can see where problems are occurring to slow things down," said Aijala. "Now I'll know exactly what we need to do to speed things up. What a great addition this will be for our team."

For more information on ZOOM other HME drive-thru systems, call **(800) 848-4468** or visit www.hme.com.

About HME

HME was the first to introduce the wireless headset for the drive-thru to the QSR

industry. Today, we lead the industry in the number of worldwide QSR communication and timer system installations. HME is the only manufacturer that provides total solutions for the QSR drive-thru, including wireless and cabled communication systems, timers, service and support.

Contact

Ray Karsten

(858) 535-6077

rkarsten@hme.com