

FOR IMMEDIATE RELEASE**As QSR industry moves from belt-pacs to all-in-one drive thru headsets,
HME leads the way with super-compact, super-lightweight ION IQ**

SAN DIEGO, CA — July 10, 2013 — Today, the majority of Quick Service Restaurants are moving to all-in-one (AIO) drive-thru headsets, versus traditional belt-pac units. Lighter weights and improved sound are cited as leading factors in the trend toward AIO, as technological advancements continue to make these compact headsets more desirable to operators.

“We recently switched to HME’s ION IQ all-in-one headset, and noticed the difference immediately,” said Chuck Stauffer, manager at a major QSR. “It’s lighter than a belt-pac, it looks better, and the sound is much clearer.”

A study by Insula Research showed that even as far back as 2011, 52 percent of operators had made the switch to all-in-one drive-thru headsets. In 2013, that number is estimated to be as high as 60-70 percent.

Improvements in size, weight and durability have made all-in-one headsets like the ION IQ an obvious choice for QSR operators. Employee satisfaction is also driving the trend, as crew members enjoy the increased comfort of a drive-thru headset that’s typically much lighter than a traditional belt-pac. HME’s ION IQ has set the standard in compact design, coming at a half the size of any AIO drive-thru headset on the market.

“My crew couldn’t be happier with their new all-in-one drive-thru headsets,” added Stauffer. “I feel like they actually take better care of the AIO headset, because it’s all in one unit.”

For more information on ION IQ and other drive-thru headset and timer systems, visit www.hme.com today.

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.

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