

FOR IMMEDIATE RELEASE***ION IQ's* comprehensive sound management system takes drive-thru sound clarity to another level; improves service times and order accuracy**

July 22, 2010 – Poway, CA –A pioneer in [drive-thru headset systems](#), HME knows that nothing slows down your drive-thru's performance like poor sound quality — with unclear communication that leads to more mistakes, slower service times and reduced profits.

But what if you could “bundle” the very best in today's sound-enhancing technologies ... into one comprehensive system? What if you could take digital sound quality a step further? Those are the questions HME asked when it developed *ION IQ* and its comprehensive [sound management system](#) — the industry's first.

“This drive-thru headset system has led to a dramatic improvement in communication between our customers and employees,” said Scott Johnson, manager at a McDonald's restaurant in San Diego. “But the real proof is in our accuracy and speed — and *ION IQ* has taken us to new places.”

Here's how *ION IQ's* five, sound-enhancing technologies work together to deliver the very best sound quality in the industry:

First, its *voice-optimized microphone* is specifically designed to recognize and replicate the human voice, improving intelligibility from the moment a customer speaks. Next, *enhanced noise and echo cancellation* virtually eliminates distracting noise during communication, so staff can ensure more accurate order taking. At the same time, *Automatic Noise Control (ANC)* instantly quiets inbound sound when the customer is not speaking, to improve listening comfort for employees. *Automatic tuning and digital controls* ensure your system is always set at optimal levels for clear communication, and allows for easy duplication of settings across multiple locations. And lastly, we've designed *ION IQ's acoustically tuned speaker* specifically for the drive-thru — to dramatically reduce distortion and deliver the clearest, most intelligible communication to the customer.

“We've always strived for innovation in our products,” said HME's VP of Marketing and New Business Development, Daren Haas. “But what makes the *ION IQ* and its comprehensive sound management system truly special, is how it translates to success for our customers.”

For more information on HME's *ION IQ* and other HME [drive-thru systems](#), please 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.

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Photos available upon request.

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