

FOR IMMEDIATE RELEASE**On The Field with HME**
(Courtesy of Momentum Media)

San Diego, CA—March 20, 2012—Brandon Houston has coached football at Lorena (Texas) High School since 2008, and has been working the sidelines for more than 15 years overall. This past season, Lorena switched to the HME DX300 [football headset system](#) for its coaching staff, and Houston, the team's offensive coordinator, says he'd never go back to another brand.

"I think they're by far the best headset I've ever used," he says. "I've used a number of other brands, but as far as the headsets themselves, HME's are the most comfortable—they're very light."

"The thing that impressed me most, though, was the clarity," Houston continues. "There was none of the static that a lot of systems seem to have. In fact, the first day we got HME, we were testing them in a scrimmage just to see how everything worked and to make sure we had everything set up right. From up in the coaches box, we kept asking, 'Hey, is anybody on down there?' They were so quiet when no one was talking, it almost seemed like they weren't even on."

Despite some early injury troubles in 2011, Lorena recovered and advanced all the way to the third round of the University Interscholastic League Football Conference 3A Division 2 Playoffs. While many factors contribute to any team's success, communication among the coaching staff definitely plays a large role. HME's [football coach headsets](#) allowed the staff at Lorena to do just that.

"We use a 'four up, six down' set-up, and setting up the headsets was very easy," Houston says. "We were able to program all of them the way we wanted, and putting them up and taking them down at each game was a breeze. Anyone could do it."

Houston thought the ability to easily set up different channels was one of HME's [football headset systems](#)' main selling points, "Previously, we had a system where you couldn't flip channels," he says. "But the HME is easy to set up so you have offensive and defensive channels. We like that, and we also enjoy that there are multiple options for communicating. The system can be set up so it's an open mic, where it's always on, or have it so it's only on when you want to talk, or have it be off at all times. We like that there's some flexibility."

"During an offensive series, I can have it always on, then when we're not on offense, I can change it so it's only on when I need to talk," Houston continues. "Those are the main things—being able to set up channels easily, but still be able to communicate with your whole staff by pushing one button, then the ability to be either open mic or push-to-talk."

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Another aspect of HME that impressed Houston was the company's willingness to let customers test the products at conventions. "When you go to conventions, they let the coaches put the headsets on and walk around," he says. "They are not afraid to let you test them right then and there in all that noise. They'll let you walk around the convention hall, see how it feels, and see that there's no feedback. Being able to test the headsets live in a noisy environment is a selling point to me. If I can hear everything just fine when I'm walking around that loud convention center with all those coaches walking around and talking, then I know it'll be fine on the field."

Brandon Houston is also the founder and CEO of CoachHuey.com, an online football discussion board. To become a part of this community please visit www.coachhuey.com.

For more information on the DX300 [football headset system](#) from HME, call (800) 909-6604 or visit www.hme.com/DX300.

About HME

HM Electronics, Inc. (HME) is an innovative technology company providing solutions that enhance productivity and customer service for the pro audio and sports markets. Founded in 1971, HME is a trusted provider of quality wireless intercom systems used in a wide variety of sports and entertainment venues. To learn more, visit www.hme.com.

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