

FOR IMMEDIATE RELEASE**HME announces new display features and report enhancements to ZOOM drive-thru timer system**

Enhancements help to motivate staff and further customize what is seen in reports

SAN DIEGO, CA — September 10, 2012 — HM Electronics, Inc. (HME) has introduced new enhancements to its ZOOM drive-thru timer system that are designed to help manage operations more effectively and motivate crew members to improve service times.

Enhancements to the ZOOM system give restaurant operators the option to further customize reports. Managers can customize the time range for dayparts, offering an even more detailed analysis of drive-thru performance. Other new features have been added to show standard time goals at a glance – a convenient benefit for busy managers on the go.

“We’ve always said ZOOM is more than a drive-thru timer, and these new features are further proof of its industry-leading capabilities,” said Daren Haas, VP of Marketing and New Business Development at HME.

HME has also added a half-hour period to the ZOOM system so that managers can view updated information every 30 minutes, and make necessary adjustments. A new “previous” and “best” time capability offers quick comparison data, so crews can see how their performance stacks up to previous time periods – and work to improve it.

“We always design products with the customer in mind,” said Haas. “And these enhancements to the ZOOM drive-thru timer system allow us to make their experience a better, faster one.”

For more information on the ZOOM drive-thru timer system and drive-thru headset 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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