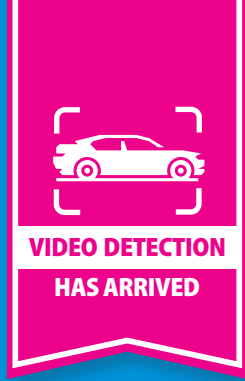


ZOOM Nitro[®]

Drive-Thru Optimization System



Hour Car Count: 95
 Prev: 70, Best: 125, Pace: 105, Goal: 65

Total Goal % Met (Hour): 90%

Avg Pre-Menu Wait Time: 0:15

Total Experience Time (TET): 2:58
 Hour AVG: 1:50

Focus on Bottleneck at Order 1

Lead Car Order Summary:
 Transaction #: 5588
 # of Items: 3
 Order Sub-Total: \$12.16
 Order Total: \$12.38

ZOOM Nitro Timer with Video Detection



Drive-thru Leaderboard - Current Hour

Rank	Location	%	Cars	Time
1	South County	90%	5	2:17 / 3:00
2	Temecula	90%	5	2:17 / 3:00
3	Arlington	90%	3	2:18 / 3:00
7	Tustin	90%	3	2:33 / 3:00
8	Downtown	90%	3	2:39 / 3:00
9	Jacksonville	98%	3	2:41 / 3:00
10	Billings	90%	3	3:17 / 3:00
11	Downtown	90%	3	3:17 / 3:00
12	Montclair	90%	3	3:17 / 3:00

Trophy Case

- Contest Wins: 7
- Awards: 2
- South County: Dream team is setting the winning pace at dinner tonight.
- Eric T: I'm proud of all of you. Keep the pedal to the metal!

ZOOM Nitro Gamification



**INCREASE SPEED OF SERVICE.
 ENGAGE CREWS.
 ENHANCE THE CUSTOMER JOURNEY.**



ZOOM Nitro

The Total Experience Platform

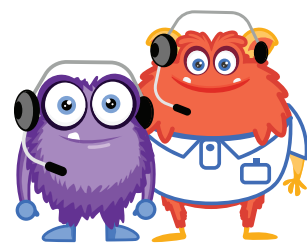


See Beyond the Drive-Thru

To ensure a fast and enjoyable customer experience, it's critical to know what's happening in your drive-thru and at all pickup locations. ZOOM Nitro makes it easy to expand tracking with all-new video detection. All the information needed for faster, better service is now available in-store and in reports. Gain a greater understanding of the entire customer journey and keep your crew excited about providing better service to every customer, every time.

Because Everyone Wants to be #1

An improved customer experience starts with an engaged crew. ZOOM Nitro increases crew motivation by feeding their natural desire for competition, achievement, and recognition. Make every day enjoyable and keep your team excited for their next shift with contests, awards, real-time feedback, avatars, and Smack Talk. Increasing car counts and improving speed of service has never been this much fun.

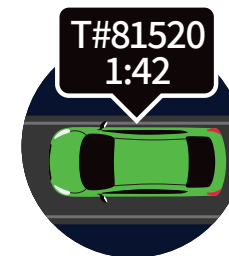


“Contests have been so effective I have had shift managers ask when we were going to do one on their shift so they could compete.”

SCOTT WHITMAN | MAJOR QSR OWNER

“POS Integration provides transactional data that empowers my team to make informed decisions and keep the drive-thru moving quickly and efficiently.”

GARRETT MILLER
MAJOR QSR OWNER



ZOOM Nitro Timer

A COMPLETE VIEW INTO THE CUSTOMER JOURNEY

From parking lot entry to exit, see what's happening anywhere on your location in real time. The ZOOM Nitro Timer provides actionable insight for key areas of your drive-thru operation, including mobile pickup and pull-forward, to enable informed decisions that keep your restaurant moving quickly.



ZOOM Nitro Gamification

GAMIFIED PERFORMANCE RANKING FOR ULTIMATE ENGAGEMENT

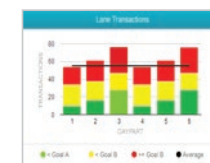
Turn your team into a car count-crushing alliance. Earn prizes and awards for beating the competition and achieving your goals. Gamification fuels the competitive spirit of every crew member, store manager, and operator.



ZOOM Nitro Leaderboard

PERFORMANCE RANKING FOR A MOTIVATIONAL BOOST

See how your store stacks up against others in real time. Compare speed-of-service metrics and motivate your team to outperform all others.



ZOOM Nitro Data

YOUR ENTIRE ENTERPRISE AT YOUR FINGERTIPS

Manage your enterprise, view real-time data and historical reports for all your stores with only a few clicks anytime, anywhere.

ZOOM Nitro Timer

Complete Visibility for Greater Insights

All-new video detection provides a complete view of customers' total wait time, including those in mobile pickup and pull-forward areas.

Integrate your geofence technology with ZOOM Nitro and easily identify a mobile order customer by the blue outline that appears around the transaction number.



Track and measure customers from well before they reach the menu board.

View a transactional summary of the first car in the lane to make informed decisions like knowing when it's best to pull a car forward.

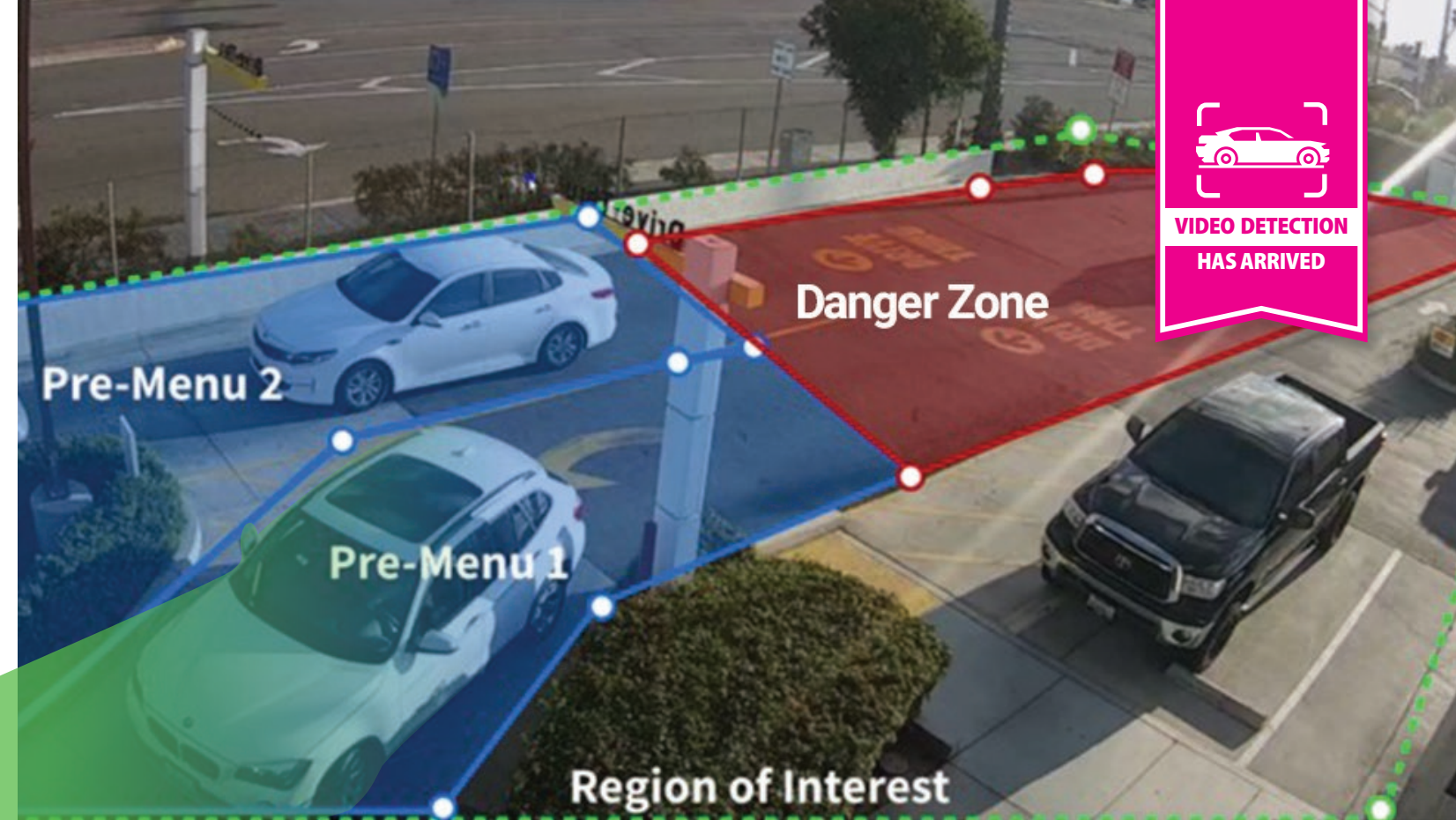
See a notification in real time when a drive-off occurs. Track drive-offs by the half hour, hour, daypart, and day.

A Total View with Video Analytics

When it comes to knowing what's happening in your drive-thru and at all pickup locations, ZOOM Nitro's visibility is unmatched. The ZOOM Nitro Timer integrates with POS systems, supports geofencing technology, and is the industry's first hybrid solution for vehicle tracking, enabling an easy mix and match of vehicle detectors, including all-new video detection. With more data now visible on the dashboard and in reports, you'll have all the information needed to maximize car counts and gain a greater understanding of the entire customer journey.

Early Awareness Maximizes Guest Counts

ZOOM Nitro's all-new video detection tracks and measures customers well before they reach the menu board, in pull forward spaces, and all order pickup locations, increasing your timer's visibility from parking lot entry to exit. Track all customers anywhere on your location and enable crews with early awareness to all potential bottlenecks. The result? A more accurate representation of customers' total wait time to reduce drive-offs, increase guest counts, and provide a better customer experience.



Detection zones are uniquely configured based on your store's specific layout.

Identify Drive-Offs in Real Time

Video detection expands your view so you can track and measure all customers, even those waiting to reach the menu board. When a customer leaves without placing an order, your crew sees a notification on the dashboard in real time, letting them know they need to act quickly to prevent other drive offs. Review performance reports to identify the specific dayparts that experience the most drive offs and identify specific opportunities to improve operations and increase profitability.

Actionable Insight for a More Profitable Operation

In addition to a real-time view that keeps service moving quickly and efficiently, ZOOM Nitro provides historical data for a greater understanding of your store's traffic flow and volume trends. Learn what's truly happening in your drive-thru and identify improvement opportunities specific to each store, like analyzing volume trends to assist with staffing plans. With ZOOM Nitro, you'll have the information you need, in real time and in historical reports, to dramatically impact your bottom line.

Easily Mix and Match Detection

Unlike other systems, HME's video detection was specially developed to easily complement your existing technology. Whether its video, wired loops, wireless, or ultra-sonic, all methods work seamlessly to increase your timer's visibility. Regardless of your current configuration, ZOOM Nitro is the hybrid solution that delivers the unparalleled visibility and insight you need to surpass service expectations and maximize profitability.

Make Every Second Count

More Visibility Ensures Speed and Efficiency

Extensive Vehicle Tracking

Connect multiple TSP60's to each timer to configure up to 64 detection points. Display and label 16 different independent spaces on the dashboard, such as mobile pickup and pull forward.

All-New Video Detection

Regardless of weather, time of day, or drive-thru configuration, video analytics provide a complete view of customers anywhere on your location.

Key Transactional Data for Smarter Service

ZOOM Nitro supports integration with multiple POS systems to further enable data-driven decisions.* The Lead Car Order Summary gives crews the transaction number, number of items ordered, order subtotal and order total for the first car in the lane. You can display each vehicle's POS transaction number with wait time to present the right order quickly and easily to the right car for greater order accuracy. Or choose to display the order total with wait time to better anticipate a large order and pull the car forward to serve others faster.

A Seamless Mobile Guest Experience

Integrate your geofence technology with ZOOM Nitro to automatically detect when a car in the drive-thru lane is a mobile order customer.* The customer's transaction number immediately appears on the dashboard. Geofencing and ZOOM Nitro enable you to designate a bypass lane for mobile orders, creating a frictionless drive-thru pickup experience.

Collect Timer Data Quickly and Easily

New, easily configurable software is integrated in the ZOOM Nitro Timer. The local data export pushes data to another device on your store's network with no need for separate software. It's a faster and easier way to collect and automatically retrieve data from your timer.

Track More Guests

It's now more critical than ever to have the flexibility to configure your operation to serve more guests. Each ZOOM Nitro Timer can connect to multiple TSP60's to add more detection points and increase visibility. Display and label 16 different independent spaces on the dashboard, such as mobile pickup and pull forward. With all key areas of your operation now visible on the dashboard, guests remain top-of-mind no matter where they are—whether in the drive-thru or parked waiting for their order. Complete visibility enables crews to meet service goals and ensure speed and efficiency for every customer.

Prevent Drive Offs

From parking lot entry to exit, track and measure customers from well before they reach the menu board, enabling early awareness to all potential bottlenecks.

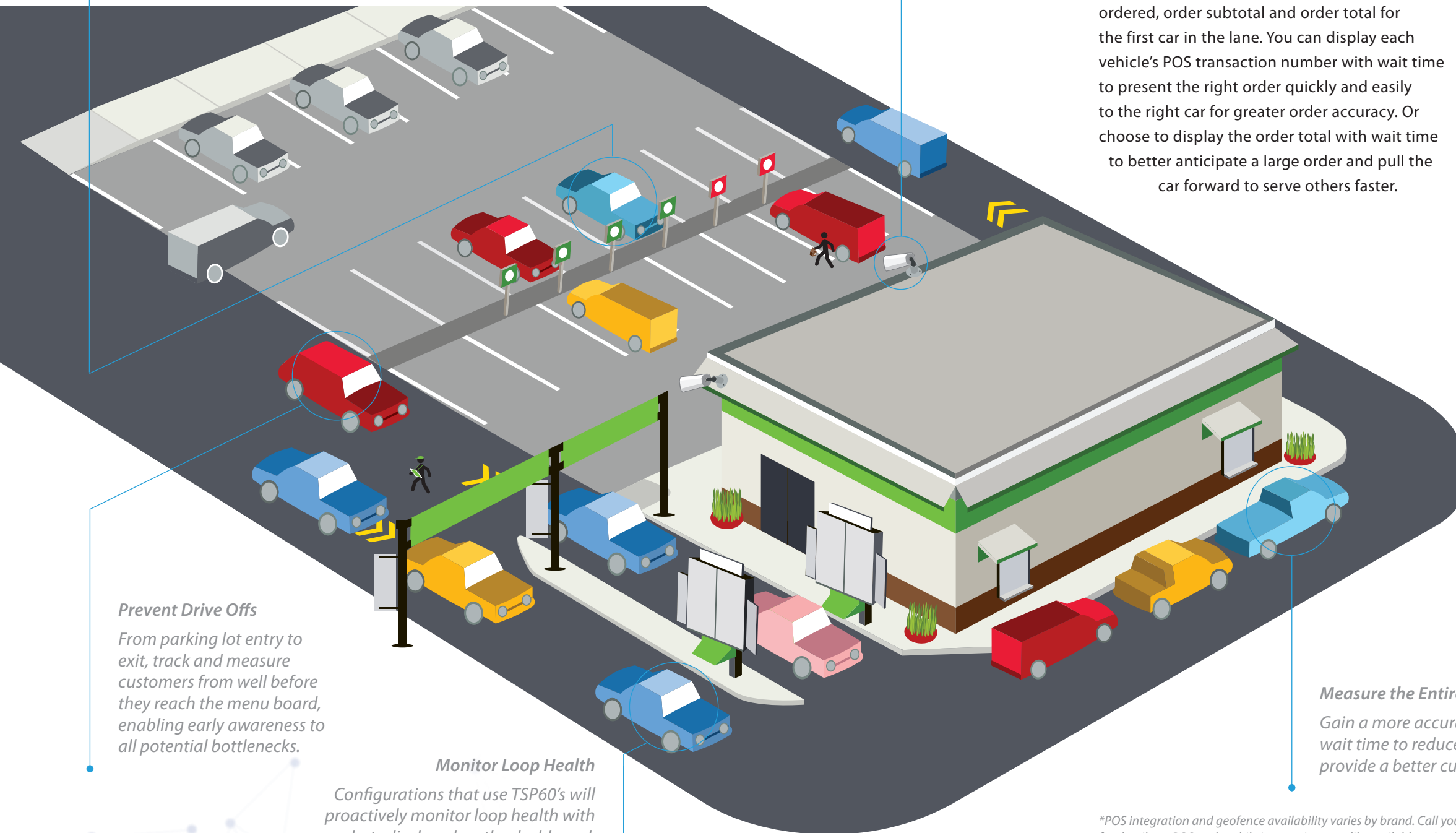
Monitor Loop Health

Configurations that use TSP60's will proactively monitor loop health with alerts displayed on the dashboard.

Measure the Entire Customer Experience

Gain a more accurate representation of customers' total wait time to reduce drive-offs, increase guest counts, and provide a better customer experience.

*POS integration and geofence availability varies by brand. Call your HME representative for details on POS and mobile integrations readily available or in plan for your organization.



ZOOM Nitro Gamification

Engage Your Team, Beat the Competition

Next Level Multi-Store Competition

Designed for more than just fun, ZOOM Nitro Gamification uses game psychology to make the day-to-day restaurant routine engaging. Crews find it exciting to work together toward one common mission—be the best! Supercharge your crew’s competitive spirit and motivate them to provide faster service and maximize car counts. Do you have what it takes to be #1? Take the competition to the next level with contests, awards, real-time feedback, and Smack Talk.

Challenge Accepted!

Game-based engagement works. Companies that use gamification have seen a 48% increase in employee engagement with 90% of employees being more productive.¹ When employee performance improves, speed of service improves.

Drive Thru Leaderboard

Rank	Store	%	Cars	Time	Daypart %	Cars	Time
1	South County	90%	5	2:17 / 3:00	90%	5	2:17 / 3:00
2	Temecula	90%	5	2:17 / 3:00	90%	5	2:17 / 3:00
3	Arlington	90%	3	2:18 / 3:00	90%	3	2:18 / 3:00
7	Tustin	90%	3	2:33 / 3:00	90%	3	2:33 / 3:00
8	Downtown	90%	3	2:39 / 3:00	90%	3	2:39 / 3:00
9	Patterson	98%	3	2:41 / 3:00	98%	3	2:41 / 3:00
10	Billings	90%	3	3:17 / 3:00	90%	3	3:17 / 3:00
11	Jenson Village	90%	3	3:17 / 3:00	90%	3	3:17 / 3:00
12	Montclair	90%	3	3:17 / 3:00	90%	3	3:17 / 3:00

Trophy Case

- 1st Place Wins
- Awards

Smack Talk enables interaction with other stores and helps you motivate managers and crews when they need it the most.

Smack Talk Messages:

- Jacksonville: "Look out people. Our small but speedy crew is coming on strong!"
- South County: "Dream team is setting the winning pace at dinner tonight."
- Eric T: "I'm proud of all of you. Keep the pedal to the metal!"

Contest Status: Lunch Thrown Down (Lunch on Fridays June - September). #5434 Chapman Hwy is the winner with 50% goal met.

Leaderboard counts down to the start of a contest, building anticipation and motivating crews to push performance during the contest period.

90%

of employees are more productive when they use gamification.¹

48%

increase in employee engagement with game-based motivation.¹

70%

of Forbes Global 2000 companies use gamification to boost retention, engagement, and revenues.²

Sources:
¹ Medium — <https://medium.com/swlh/how-gamification-in-the-workplace-impacts-employee-productivity-a4e8add048e6>
² Forbes — <https://www.forbes.com/sites/knowledgeharton/2014/02/24/62014/#325bcf0674f2>

“ Nitro Gamification keeps things exciting for our crew and helps us build sales and transactions. ”

KIMBERLY SCOTT
 MAJOR QSR OWNER



Avatars

Unleash the monster within. Choose the avatar to represent your store, customize it, and bring your store’s zeal, grit, and drive, to life. But don’t let the friendly appearance fool you. There’s no stopping these monsters’ drive to win.



Contests

Easily and quickly, create your own multi-store matchups, scheduled in advance or on the spot. Simply select the restaurants you want to include, the competing metric, and the length of the contest. Keep the contest within your organization or challenge other operators. Contests are the most popular feature among crews. Don’t be surprised when managers ask when the next one will take place!



Awards

Awards promote a feeling of accomplishment and motivate your crew to meet and surpass store goals, in addition to beating the competition. Choose from 15 pre-configured awards like the Speedster Award—fastest speed of service for the day—and show off all your awards on the Nitro Gamification Leaderboard trophy case.



Real-Time Feedback

The combined power of live drive-thru data and ZOOM Nitro intelligence results in automated notifications that coach crews throughout the day. Real-time feedback gives crews the information they need, when they need it.



Smack Talk

Create custom, mobile-friendly messages to promote a fun and stress-free restaurant culture. Smack Talk provides full control over the messages exchanged between stores, enabling you to tailor the messaging experience to suit your specific organizational needs.



ZOOM Nitro Leaderboard

Outperform Others to Reach the Top

Boost Motivation, Improve Performance

For crews who need the extra boost, multi-store ranking is an easy way to improve motivation and encourage better results. For crews actively motivated, it increases their drive to go the extra mile. Rank stores based on car counts, service times, or a different competing metric. The ZOOM Nitro Leaderboard makes it easy to coach and celebrate your team, resulting in greater engagement and improved results across your organization.

Group Stores Your Way

Group high-performing stores to determine the top winner. Group lower-performing stores to make the rivalry more evenly matched. Keep key differentiators in mind like drive-thru configuration and traffic volume as you set up your Leaderboard groups for best results.

ZOOM Nitro Data

Your Entire Operation at Your Fingertips

HME CLOUD puts your entire enterprise at your fingertips. View multi-restaurant CLOUD dashboards or drill down into individual restaurants with detailed reports.

Top three performing restaurants display at top.

The selected ranking metric is highlighted orange.

Drive Thru Leaderboard		Current Hour			Current Daypart		
Rank	Store	%	Cars	Time	%	Cars	Time
1	Newport	98%	23	1:35 / 3:00	79%	121	1:53 / 3:00
2	Kingsville	83%	0	1:47 / 3:00	87%	98	2:05 / 3:00
3	Aurora	83%	32	3:03 / 3:00	73%	121	2:43 / 3:00
4	Houston	82%	4	1:44 / 3:00	61%	104	2:20 / 3:00
5	Manchester	81%	21	2:33 / 3:00	32%	130	3:01 / 3:00
6	Greenville	78%	3	1:53 / 3:00	87%	105	2:12 / 3:00
18	Beachwood	28%	19	4:02 / 3:00	32%	129	4:02 / 3:00
19	South Bay	13%	6	3:51 / 3:00	6%	130	4:11 / 3:00
20	Twinsburg	2%	51	3:52 / 3:00	19%	104	4:58 / 3:00

Your restaurant is marked with a blue arrow.

Customize the Leaderboard

Create and edit custom settings templates to reflect your organizational needs. Easily customize a Leaderboard template and apply it to one, multiple, or all stores on your account. Custom templates enable organizational consistency and significantly reduce setup time.

An In-Depth View of Your Entire Operation

Monitor the performance of all your stores from a web browser. Easily view rolled-up data to see what's working or what needs to change. Drill down into the details for one store or make large-scale comparisons, so you can easily pinpoint performance improvement opportunities.

Your Data, Your Organization

Organize stores to easily manage your enterprise visibility and user access. Assign stores to District Managers, Area Managers, Store Managers, or anyone on your team. Create hierarchies like regions and districts, to mirror the way you do business.



“It’s great to be able to log in to the HME CLOUD throughout the day to monitor performance. I’m able to keep an eye on all my stores at once.”

KIM SCOTT | MAJOR QSR OPERATOR

HME

HOSPITALITY & SPECIALTY
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About HME Hospitality & Specialty Communications

Founded in 1971, HME was the first to introduce the wireless drive-thru headset system to the restaurant industry. Today, our solutions are paving the way for a new era of restaurant operations and redefining the customer experience. Our patented Wideband HD Audio continues to deliver an unmatched voice clarity for drive-thru communication. HME drive-thru optimization systems are reenergizing crews and maximizing business growth worldwide with innovative game-based engagement. Every day, restaurants in over 140 countries fulfill more than 30 million orders using our systems. HME offers a wide range of quality solutions for drive-thru, in-store, curbside pickup, and retail operations backed by full services and support.



Visit our online training portal at www.hme.com/training for a ZOOM Nitro overview and to learn how to set up contests, choose an avatar, send smack talk, and more.

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