

FOR IMMEDIATE RELEASE**HME introduces EOS | HD™; QSR industry's first
drive-thru headset system with HD Audio***HD Audio revolutionizes industry with superior clarity and intelligibility*

SAN DIEGO, CA — April 28, 2014 — HM Electronics, Inc. (HME) is proud to introduce the QSR industry's first drive-thru headset system with HD Audio, EOS | HD. The unmatched clarity and noise reduction from EOS | HD delivers a whole new drive-thru experience for quick service restaurants.

HD Audio from HME combines wideband technology and advanced noise reduction enhancements to dramatically improve the *whole* drive-thru experience. Wideband technology more than doubles the audio range of a standard drive-thru headset and allows crew members and customers to communicate like they're standing right in front of each other. This clearer, more true-to-life experience increases order accuracy and speed of service for the drive-thru and improves customer experience.

"EOS | HD is revolutionary," said Daren Haas, VP of Marketing and New Business Development. "Introducing HD Audio to the QSR market is a gigantic step for the industry. EOS | HD will help our QSR partners deliver faster, superior service to their guests."

EOS | HD also features new noise reduction advancements that are specifically designed for the drive-thru environment. With an 88% improvement in outbound noise reduction and a 44% improvement in inbound noise reduction, EOS | HD removes everything from kitchen noise and blenders to engines and car sounds, so there is a clear ordering process from start to finish.

EOS | HD provides clearer, more intelligible sound, dramatically reduced noise from both inside and outside the restaurant, and fewer distractions for crew members. The result — improved order accuracy, increased profitability, and a dramatic improvement in customer and staff experience.

For more information on EOS | HD and other drive-thru headset systems, visit www.hme.com today.

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. Each day quick service restaurants take over 25 million orders using our systems. HME is the only manufacturer that provides total solutions for the QSR drive-thru, including wireless and cabled communication systems, timers, service, and support. To learn more, visit www.hme.com.

#



Customer Driven

Contact

Jessi Rueter

HME Marketing

Phone: (858) 646-8818

Email: jrueter@hme.com