
*Drive-Thru Digital Communication System Sends a Clear Message
HME's Second Generation Wireless Digital Communication System Improves Customer
Service and Crew Efficiency*

SAN DIEGO, CA — May 1, 2007 —HME is pleased to announce the second generation of our award-winning Wireless IQ digital drive-thru communication system for the quick service restaurant market.

Wireless IQ's advanced noise and echo reduction technology, combined with a new, acoustically optimized custom outside speaker system, significantly improves the speed and accuracy of the restaurant crew while enhancing the customer experience. Lowered distortion and greater voice response capabilities in the second generation system improve the accuracy of Wireless IQ's communication by sharpening the inbound/outbound sound clarity to produce a very natural sounding audio quality.

"HME's Wireless IQ system has helped us shave seconds off our drive-thru delivery time and improved our order accuracy," said Eva Farr, Major Quick Service Restaurant Manager. "Order accuracy and faster service times mean happier customers and better business."

"In an independent research study conducted at the end of 2006, we examined the impact of digital communication systems on speed of service, order accuracy and outbound speaker clarity," said Brian Baker, President and CEO of Insula Research. "Our research results determined that restaurants using digital technology for drive-thru communication improved in all three areas."

The digital drive-thru communication system allows up to three crewmembers to talk on a private channel while the order-taker communicates with customers. The HME digital system allows up to 20 hours of usage with each battery charge and sends out low-battery alerts.

Customers can choose from three wireless headset models – the Belt-Pac, Odyssey IQ All-in-One or the cost-saving Odyssey "Listen Only" headset. Headset models can be mixed and matched on location.

The second-generation Wireless IQ easily integrates with a new telephone interface enabling restaurant managers to answer incoming calls using their headset while the new headset adapter permits crewmembers to use a standard cell phone headset on the job.

For more information on the second generation digital wireless system or other HME QSR products, please call (800) 848-4468 or log-on to www.hme.com

About HME

Founded in 1971, HME is an innovative technology company focused on enhancing productivity and customer service for the quick service restaurant and pro audio markets. HME's groundbreaking innovations, passion for excellence, and commitment to service have earned them the distinction of technology leader in the QSR industry. As the pioneer of the wireless headset for the drive-thru market - HME delivers the most comprehensive and customer-focused solutions to businesses worldwide.

HME

Customer Driven

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Contact:

Lynn Jilka

Phone: (858) 535-6173

Fax: (858) 535-6140

E-mail: ljilka@hme.com