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## HME Enhances Web Presence

*New Website Offers Customers More Reference Material and Product Guidelines*

**POWAY, Calif. — May 13, 2005** — In a move to further improve its customer-driven service, HM Electronics, Inc. (HME) introduces an enhanced Web site, offering current and prospective customers the most up-to-date and accessible information about products and services — in a way that is easy to navigate.

The new homepage clearly displays HME's technologies and services for its three major markets — quick service restaurant (QSR), professional audio (pro audio), and surveillance industries. Users can now quickly find information relevant to their own industry.

“The new Web site provides a valuable resource for current and potential customers to find useful information on technology, tips for maintaining HME equipment, and strategies to improve their business operations,” said Daren Haas, director of marketing, HME. “The Web site upgrade is part of HME's enhanced branding efforts to be 100 percent customer driven.”

To support the growing pro audio division, HME's new site features a pro audio portal — a portion of the site offering location maps for dealers, distributors and representatives, useful reference links to industry-related topics and solutions, and technical support pages.

“We have expanded the information on the pro audio portal to give users more reference material and guidance on our products and services,” added Haas.

“Another point of focus on the homepage supports our newest area of business — iVision digital surveillance,” said Haas. iVision is a new PC-based interactive digital surveillance system that improves security and reduces employee theft for a variety of businesses.

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Other features of the QSR portal include:

- (1) information look-up, where customers can view the status of orders, invoices, and equipment shipment information;
- (2) warranty information look-up that customers can check if their equipment is still under warranty;
- (3) equipment identification guide which helps customers identify which HME equipment they currently have; and
- (4) equipment repair guidelines and maintenance agreements (EMAs).

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

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