

FOR IMMEDIATE RELEASE**Drive-thru base station messaging gains momentum as QSR operators realize increased efficiencies and cost savings**

SAN DIEGO, CA — June 21, 2013 — In recent years, drive-thru communication systems have increased in both technical sophistication and functionality. Today, QSR operators are relying more on base stations like HME's ION IQ to help manage overall operations, and using its convenient messaging feature for everything from employee alerts, to door and fridge triggers, to trash reminders.

"In this business, everyone knows that time is money," said Robert Green, manager at a major QSR. "The messaging capabilities of the ION IQ have taken a lot of little things off my plate that used to eat up tons of time. Now I can focus on my customers, and on running a more profitable business."

ION IQ's groundbreaking messaging center offers managers total flexibility to deliver the right message, to the right person, at the right time. Reminders to wash hands, go on break, and take out the trash can be sent to as many, or as few, headsets as desired. And Alerts sent directly to employee headsets not only offer convenience ("phone is ringing"), but can also save operators a lot of money by avoiding potential disasters ("back door open", "freezer door open", "freezer temperature has dropped").

The ION IQ base station is also networked so managers can change Reminders and Alerts from outside the store if necessary. All that's needed is an internet connection.

"It seemed like I used to spend half my day reminding people to do things," added Green. "Now I'm more productive, and the restaurant itself is running more efficiently than ever before."

ION IQ's messaging center doesn't stop with employee communications. Its flexible customer Greetings system allows managers to sequence multiple messages during every day part, so they can promote specials and improve check averages. Just another way that base station messaging like ION IQ's can help improve efficiency and profitability for today's operators.

For more information on ION IQ and other drive-thru headset and timer systems, visit www.hme.com today.

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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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