

FOR IMMEDIATE RELEASE

First NCAA-sanctioned Canadian university football team gears up for American-rules football with new wireless headset system from HME
Simon Fraser University chooses DX300 system for historic milestone

San Diego, CA — September 17, 2010 — Achieving victory on today's college football field requires careful planning, clear communication and flawless execution by both players and coaching staff. As the first-ever Canadian college football program granted membership by the NCAA, [Simon Fraser University \(SFU\)](#) is taking no chances — they've enlisted a new [wireless football headset system](#) from HME.

Not only will SFU face stiff competition on the field, they'll have to do it while making the difficult transition to American rules football. Communication and coordination will be critical.

"We're under no illusion as to the difficulty we will have in reshaping the program from Canadian football with fewer rules, to NCAA rules that are far more intricate," said SFU Head Coach Dave Johnson. "We'll have to know them inside and out, so highly effective communication on and off the field will be paramount."

To maximize the efficiency of game day communication for the crucial 2010-2011 season, SFU has selected the HME DX300 [football coach headset system](#).

"We need a system that's 100 percent reliable when conveying in-game information, and I'd heard great things from other coaches about the DX300," added Johnson.

With a staff of 15, Johnson may have as many as eight coaches on headsets for any given game. The DX300 enables Johnson's staff to communicate in an open line format, without push-to-talk buttons. That's a big convenience when dealing with the intensity of a real live game. Looking to gain every advantage, Johnson noted that the DX300 could even record game-day coaching communication to sync with playback film, to see where we can improve.

For more information on the DX300 football headset system, please call (800) 909-6604 or visit us on the web at www.hme.com.

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About Simon Fraser University

Ranked by respected national surveys as one of Canada's top three comprehensive universities for almost 20 years, Simon Fraser University is named after a famous explorer and known for its pioneering spirit. Spanning many disciplines in eight faculties, SFU offers more than 100 undergraduate major and joint major programs and more than 45 graduate programs. Mentored by faculty acclaimed for their research and teaching abilities and coached by dedicated advisors and employers in our work integrated learning program, our more than 100,000 graduates enjoy limitless career opportunities.

About HME

Founded in 1971, HME is an innovative technology company focused on enhancing productivity and customer service for the pro audio and sports markets. HME has a 36-year reputation as a quality provider of innovative wireless intercom systems used in a wide variety of sports and other entertainment venues. For information on other HME pro audio products, log on to www.hme.com.

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