

The WaveBox:

Homer Simpson's Dream Come True

A heated look into what the WaveBox is and why there's so much hype hovering around it.

By Melissa Lang

It's been profusely advertised on a wide spectrum of television shows such as the Daily Show, Fox News, HGTV, EXTRA, MOJO Network, HouseSmart TV, Univision, and The Gadget Show, just to name a few. It's been dubbed the WaveBox; the world's first portable microwave. It can heat up your moisture-deprived foods with a touch of a button, outside the comfort of your own home.

Is the WaveBox just some sort of marketing ploy to suck consumers into buying a product that feeds our capitalist economy? Or is it actually a handy device for the traveling nomad?

I'll admit, when I first heard about this compact microwave I had my doubts, I mean an in-car microwave? Immediately, I had this ridiculous vision of Homer Simpson carelessly driving about in his car, with a donut in his hand and a sandwich heating up in a microwave beside him. However, as I started to dive into my research, my initial skepticism started to evaporate and I began to see why it would be convenient for a customer to buy such a device.

This innovative idea came from creator Tim Frank, who had a light bulb moment when he noticed construction workers actually bringing microwaves along with them, to their construction sites. The light weight of the microwave allows it to be portable, as it weighs merely 14 pounds. In fact, on the official WaveBox website (www.thewavebox.com) many reviews were written by the wives of construction worker who own and love the product. Other positive reviews come from parents with children who have extreme allergies, benefitting from using the WaveBox to heat

up specialty foods, on the road. According to Tim Frank, the product has a very broad demographic following of customers, varying from sportsmen of all types (fishermen, boaters, hunters, etc) to truckers, construction workers, campers and even soccer moms. So really, this product is very versatile and can cater to anyone's need to eat, while travelling or just being outside the home.

The portability of the WaveBox is initial attraction for most consumers. The manufacturers have tried to make the product aesthetically appealing as well; it is sold in optional colours such as red, white and blue (traditional American colours - I might add).

Readers may wonder how do you plug in this radioactive power box if used outdoors? The Wavebox can be powered in three ways; standard AC, direct to 12-volt battery and via any vehicle power socket rated at 20 amps or higher. The WaveBox also comes with a CoolBag, an integrated soft-side cooler that keeps your food and



drinks cool until you're ready to heat them up.

But before you jump up and down for the perfect, portable microwave you should know it's not cheap. The WaveBox is priced at \$199 U.S. You can easily purchase a traditional in-house microwave for less than \$100 at the nearest Canadian Tire.

Considering that this product is not even sold in Canada yet, although Tim plans to launch it by late 2009 (that's a secret - shhhhh) it still has a ways to go. As much as the WaveBox seems like a really innovative and practical product, I still have my reservations about it since I, personally, have not actually seen food being heated up in it. However, if you do decide to buy the WaveBox for whatever reasons (fugitive, homeless, soccer mom, etc) always take into account that safety comes first. So for the sake of lives everywhere, heed my warning: don't heat and drive!

- pb