

Hungry? Press the emergency pizza button

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Why didn't we think of this sooner?

In this era of instant gratification, an [emergency pizza button](#) [1] ranks somewhere between the invention of sliced bread and the printing press.

The [VIP Fridge Magnet](#) [2] connects to the internet via the Bluetooth connection on your phone, and you preset the device with your favorite type of pizza. When you press the button, the Magnet sends a confirmation to your phone, where you can confirm or cancel your order.

From there, the service determines your location through GPS, and the process is complete. It's positively brilliant (and I don't use that word lightly).

Geeks, gamers, and techies have one thing in common: an everlasting, unconditional love for pizza. They're also lazy. The VIP Fridge Magnet is a no-brainer...like adding chocolate to milk.

Here's the bad news: The business - Red Tomato Pizza - that invented this (and should be given a medal) is based in Dubai. So unless you live in the United Arab Emirates, you'll have to wait for Dominoes and co. to catch up...or sport for international airfare. Hey, it's pizza, right? And it's easy. Totally worth the expense.

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Links:

[1] <http://www.technologyreview.com/blog/helloworld/27684/?p1=blogs>

[2] <http://www.redtomato.biz/magnet/>