



Spychips: How Major Corporations and Government Plan to Track Your Every Move with RFID

Katherine Albrecht, Liz McIntyre

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Big Brother gets up close and personal.

Do you know about RFID (Radio Frequency Identification)? Well, you should, because in just a few short years, this explosive new technology could tell marketers, criminals, and government snoops everything about you.

Welcome to the world of spychips, where tiny computer chips smaller than a grain of sand will trace everyday objects—and even people—keeping tabs on everything you own and everywhere you go. In this startling, eye-opening book, you'll learn how powerful corporations are planning a future where:

- Strangers will be able to scan the contents of your purse or briefcase from across a room.
- Stores will change prices as you approach—squeezing extra profits out of bargain shoppers and the poor.
- The contents of your refrigerator and medicine cabinet will be remotely monitored.
- Floors, doorways, ceiling tiles, and even picture frames will spy on you—leaving virtually no place to hide.
- microchip implants will track your every move—and even broadcast your conversations remotely or electroshock you if you step out of line.

This is no conspiracy theory. Hundreds of millions of dollars have already been invested in what global corporations and the government are calling "the hottest new technology since the bar code." Unless we stop it now, RFID could strip away our last shreds of privacy and usher in a nightmare world of total surveillance—to keep us all on Big Brother's very short leash.

What critics are saying about *Spychips*, the book:

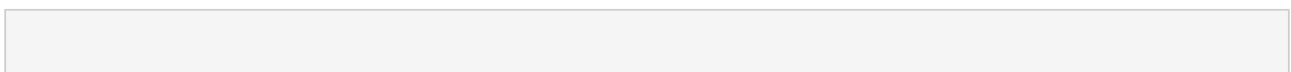
Spychips "make[s] a stunningly powerful argument against plans for RFID being mapped out by government agencies, retail and manufacturing companies." ?Evan Schuman, CIO Insight

"The privacy movement needs a book. I nominate *Spychips*." ?Marc Rotenberg, EPIC

"Brilliantly written; so scary and depressing I want to put it down, so full of fascinating vignettes and facts that I *can't* put it down." ?Author Claire Wolfe

Spychips "makes a very persuasive case that some of America's biggest companies want to embed tracking technology into virtually everything we own, and then study our usage patterns 24 hours a day. It's a truly creepy book and well worth reading." ?Hiawatha Bray, *Boston Globe*

"You REALLY want to read this book." ?Laissez Faire



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From reader reviews:

Susanne Pineda:

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