Wisconsin company Three Square Market to microchip employees

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Image copyright APT
Image caption Three Square Market believes microchipping yourself will be the next big thing

A Wisconsin company is to become the first in the US to microchip employees.

Three Square Market is offering to implant the tiny radio-frequency identification (RFID) chip into workers’ hands for free – and says everyone will want to be fitted.

The top gear-priced $300 (£225) chip will allow them to open doors, log into computers and even purchase food.

And so far, 10 employees have signed up for the chance to become half human, half-walking credit card.

But far from being some sort of dystopian nightmare, Three Square Markets’ Patrick McKenna believes everyone will soon be wanting their own microchip.

• What does it feel like? ABC reporter gets chipped

‘The international market place is wide open and we believe that the future trajectory of that market share is going to be driven by whatever captures the mass first,” Mr McKenna said.

The company, which provides self-service “micro markets” to businesses around the world, was inspired by the micro-chipping already taking place in Sweden, where so-called “bio-hackers” have been inserting the tiny devices into willing participants for at least three years.

Three Square Market are even working with a Swedish company, Biohax, to deliver the new technology, which they see as one day being simply another payment and identification method – only instead of a credit card or phone, there would be a microchip between your thumb and finger.

And employees worked out about being pied on cur not easy, CBS Todd Weddell told ABC’s Good Morning America. “There’s no BPA coating at all,” he said.