



"The Man Who Was Allergic to Radio Waves"

March 4, 2010

Time magazine has posted a piece on "[Cell-Phone Safety](#)," which will appear in next week's print edition (March 15).

Also, in its March issue, *Popular Science* offers a detailed look at the EMF controversy. "[Disconnected](#)" runs a full ten pages, with a promo on the cover: "Killer Cell Phones: The Real Science Behind the Health Scare." The magazine's Web site pitches the story as an exploration of electromagnetic hypersensitivity (EHS): "[The Man Who Was Allergic to Radio Waves](#)." The "man" is Per Segerbäck, a former Ellemtel telecom engineer who now lives deep in the Swedish countryside.

To see, once again, how little has been learned about EMFs and health over the last generation, take a look at David Kirkpatrick's article, "[Do Cellular Phones Cause Cancer?](#)," which ran in *Fortune* magazine 17 years ago this week (it too was promoted on the cover). In a sidebar, "[Maybe the Swedes Are Right](#)," Kirkpatrick cited Segerbäck's case of EHS —though not his name. Years later, Kirkpatrick reported that his 1993 article "caused quite a ruckus," adding that, "Motorola was not thrilled." That was an understatement. Motorola got so ticked off, it pulled all its advertising from *Fortune* for a long time. The magazine lost hundreds of thousands of dollars.

*cell phones, Time Magazine, Popular Science,
EM Hypersensitivity, Per Segerbäck, Fortune, Motorola,
Sweden,*

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2024 Articles	2012 Articles
2023 Articles	2011 Articles
2022 Articles	2010 Articles
2021 Articles	2009 Articles
2020 Articles	2008 Articles
2019 Articles	2007 Articles
2018 Articles	2006 Articles
2017 Articles	2005 Articles
2016 Articles	2004 Articles
2015 Articles	

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