

AD Midas+ NFC

Overview

Frequency Band
NFC 13.56 MHz

Chip
NXP NTAG213
NXP NTAG210 Micro

Antenna Dimensions
11.5 x 19 mm / 0.45 x 0.75 in

International Standard
ISO 14443A

Industry Segments
Electronics and Gaming
Apparel

Applications
NFC
Gaming and Toys
Electronics

RoHS
EU Directive 2011/65/EU and
2015/863 Compliant

REACH
Regulation (EC) No. 1907/2006



Excellent performance and small size

Our AD Midas+ NFC inlay is designed for products with space restrictions. Due to its small footprint, Midas+ NFC is well suited for electronics and gaming applications or smart advertising media, where inlays are embedded within limited spaces.

Our AD Midas+ NFC with a slightly bigger antenna design is based on an aluminum antenna, offers high reliability, improved performance and is equipped with NXP's NTAG210 Micro or NTAG213 chips. AD Midas+ NFC with the NTAG210 Micro chip is a cost-efficient alternative where small size with 48 bytes of user memory is required, meeting the applications such as media advertising or collectable playing cards.

If a small form factor with large user memory is needed, then AD Midas+ NFC with NXP's NTAG213 chip is a proven product of choice. It offers 144 bytes of user memory, and comes with unique ID (UID) mirror functionality, which enables the chip serial number to be mirrored as part of its encoded URL address. This feature allows every tag to be seen and read as unique from the application perspective, without requiring users to encode inlays with different numbers.

AD Midas+ NFC products are based on the ISO 14443 A standard, and are compatible with NFC Forum standards. Our inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management. This ensures a reliable and state-of-the-art product that meets a variety of application needs.

Technical features

| | | |
|-----------------------|------------------------------------|----------------------------------|
| Chip | NXP NTAG213 | NXP NTAG210 Micro |
| User Memory | 144 bytes | 48 bytes |
| Product Code | 3006628 / IL-603146 | 3006633 / IL-603149 |
| Delivery Format | Wet inlay + | Wet inlay + |
| Die-Cut Dimension | 13.5 mm x 21 mm / 0.53 x 0.82 in | 13.5 mm x 21 mm / 0.53 x 0.82 in |
| Inlay Substrate | PET | PET |
| Face Sheet | Clear PET | Clear PET 12 |
| Total Thickness | 136 µm | 136 µm |
| Standard Pitch | 26 mm / 1.024 in | 26 mm / 1.024 in |
| Web Width | 24 mm / 1 in | 24 mm / 1 in |
| Core Size | 76 mm / 3 in | 76 mm / 3 in |
| Quantity / Reel | 5000 pcs/reel 20000 pcs/box | 5000 pcs/reel 20000 pcs/box |
| Operating Temperature | -25 °C to 70 °C / -13 °F to 158 °F | |

Contact information

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Warranty: Please refer to Avery Dennison standard terms and conditions: rfid.averydennison.com/termsandconditions

Care and handling: RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

Applications: This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

