

Avery Dennison
Smartrac
Quick Guide

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RFID labels for Aviation



Why RFID?

- Mishandling rates reduced by 13%*.
- Ramp loading time cut by 4 minutes per aircraft turn*.
- Baggage handling system throughput increases up to 18%*.
- Read rates are 99.5% or better, which is 8 - 10% more than current barcode levels.
- Enhanced services for passengers such as real-time baggage tracking.

Why Avery Dennison?

As an IATA strategic partner

- Instrumental in supporting IATA to drive the RFID baggage tracking initiative globally.
- Significant contributor to the development of the IATA RFID implementation guide.
- Supporting industry education on RFID through IATA workshops globally.

Aviation RFID baggage industry ecosystem

- Focused on an end-to-end baggage journey ecosystem play providing full end to end deployment and integration.
- Global operational experience with leading airlines and airports in supporting the original and ongoing deployments of RFID with best-of-breed ecosystem partners.

Unique value

















- Dedicated global aviation industry team.
- Position why RFID is a proven technology for baggage tracking.
- Supporting stakeholders to meet IATA R753 compliance.
- Uniquely positioned to discuss improving the passenger experience.
- “Trusted advisor” within the aviation industry.

*Based on data provided by a major international carrier.

As an officially recognized IATA Strategic Partner, Avery Dennison contributes thought leadership and technological innovation in the field of RFID for the Aviation industry.



Our RFID product recommendations

Product Name	Design (not to scale)	Antenna Dimensions	Chip	EPC and User Memory	TID Memory	Delivery Format	Applications
AD-373 U7XM		53 x 19 mm 2.09 x 0.75 in	NXP UCODE 7XM	448-bit EPC And 2048-bit User Memory	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Asset Tracking
AD-553 U8		38 x 76 mm 1.50 x 2.99 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Baggage Tracking
AD-556 M730		38 x 46 mm 1.50 x 1.80 in	Impinj M730	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Baggage Tracking
AD-560 M4QT		38 x 70 mm 1.50 x 2.76 in	Impinj Monza M4QT	128-bit EPC 512-bit User Memory	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Baggage Tracking
AD-681 M4D		50 x 50 mm 1.97 x 1.97 in	Impinj Monza M4D	128-bit EPC and 32-bit User Memory	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Asset Tracking Package Tracking Supply Chain Management
AD-681 M4QT		50 x 50 mm 1.97 x 1.97 in	Impinj Monza M4QT	128-bit EPC and 512-bit User Memory	96-bit / 48-bit unique serial number	Dry inlay Wet inlay	Asset Tracking Package Tracking Supply Chain Management
AD Bullseye™		Ø 33 mm 1.30 in	NXP ICODE SLIX2	2500-bit	N/A	Label / sticker	Consumer Experience
AD Bullseye™ NFC		Ø 35 mm 1.378 in	NXP NTAG213	144 bytes	N/A	Wet inlay	Consumer Experience
AD Bullseye™ NFC		Ø 35 mm 1.378 in	NXP NTAG216	888 bytes	N/A	Wet inlay	Consumer Experience
AD Circus™		Ø 18 mm 0.71 in	NXP ICODE SLIX 2	2500-bit	N/A	Wet inlay	Consumer Experience
AD Circus™ Flex		Ø 20 mm 0.79 in	NXP NTAG213	144 bytes	N/A	Wet inlay	Consumer Experience
AD Circus™ NFC		Ø 20 mm 0.79 in	NXP NTAG210 Micro	48 bytes	N/A	Wet inlay	Consumer Experience
AD Circus™ Pro		Ø 20 mm 0.79 in	NXP NTAG424 DNA	416 bytes	N/A	Wet inlay	Consumer Experience
AD Circus™ Pro		Ø 20 mm 0.79 in	EM4332	208 bytes	N/A	Wet inlay	Consumer Experience
AD Twist		27 x 27 mm 1.063 x 1.063 in	NXP UCODE 7XM	Up to 448-bit and 2-Kbit	96-bit / 48-bit unique serial number	Wet inlay	Cable Tagging
AD Wings		30 x 72 mm 1.18 x 2.84 in	NXP UCODE 8	128-bit and 512-bit	96-bit / 48-bit unique serial number	Dry inlay	Baggage Tracking

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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.

