



Real-World™ RFID

## **SimplyRFID Teamed Up with Avery Dennison to Offer Customers AD-224 Inlays**

*AD-224 Features the Largest NXP™ Memory Chip Available in the Industry Today*

SimplyRFID has teamed up with Avery Dennison RFID to offer customers the AD-224 inlay. SimplyRFID develops supply chain logistics and is the creator of the On-Demand Complete Department of Defense Shipping System, which makes complying with DoD RFID shipping rules easy.

In addition to providing DoD suppliers with thousands of RFID labels, SimplyRFID recently developed Nox™, an asset level tracking system for customers. Nox allows companies to track assets such as computers and documents, with an RFID solution that is integrated with video. Nox has been deployed to prevent and help prosecute theft, misrouting and trafficking as well as locate evidence and important files.

“Our customers require a powerful chip and inlay combination in a small label for latent tracking solutions we develop for them to deploy,” said Carl Brown, president of SimplyRFID. “We have had great success using the AD-224 in a variety of item level applications for our customers.”

The AD-224 standard version offers a scalable 96 to 240 bit EPC® memory to accommodate applications requiring different lengths of EPC codes. It is also available with an additional 512 bits of user memory. The extra memory allows for storage of applications data for product life cycle verification such as e-pedigree or brand authentication applications. The AD-224, a 4 x .5 inch inlay, provides increased read ranges, higher read rates and excellent performance across a wide variety of applications.

“Avery Dennison RFID and SimplyRFID have worked together as partners for several years to provide customers with RFID products and solutions that meet rigorous demands,” said Robert Cornick, vice president and general manager at Avery Dennison RFID. “Avery Dennison designs innovative inlays to meet new and emerging manufacturing, retail and item-level RFID application needs. The AD-224 is a versatile inlay with an extended memory option that meets a variety of application needs.”

### **About SimplyRFID**

SimplyRFID pioneered the RFID market with its Pro-Tags and On-Demand products becoming the #1 supplier for Department of Defense RFID logistics systems. SimplyRFID is committed to making the best, most innovative RFID solutions that work right, every time.

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