

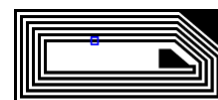


RFID

AD-750 Application Notes

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ELEVATE BRANDS
ACCELERATE PERFORMANCE

RFID Product Management
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RECOMMENDED APPLICATIONS



Retail Environment

The adoption of NFC tagged merchandise in the retail environment is a 'smart' move for today's brand owner. Within a matter of seconds, a consumer can easily 'tap' a tagged item on the store shelf with a smartphone or other NFC-enabled device, and quickly receive detailed information about the product. AD-750 is equipped with NXP NTAG213 chip, which features 144 bytes of user memory, as well as password protection to help ensure brand protection and product authenticity.



Print Media

Advertisements, posters, POP displays, you name it! AD-750 is a designer's dream for creating 'smart' print media and promotions to effectively capture the attention and quickly draw interest from curious passersby. Wondering how many shoppers 'tapped-in' to your display? AD-750's NTAG213 chip is 'counter ready', providing an offline means of tracking the number of taps. A password can be set to protect the counter value.



Miscellaneous Applications

As NFC technology continues to gain momentum amongst RBOs, merchants, and consumers alike, the number of potential applications where it can be successfully employed is limitless. AD-750 is the ideal NFC inlay for multiple end uses including Gaming, Social Media, Ticketing, Smart Couponing, Virtual Shopping, Business Cards, Blue Tooth or Wi-Fi pairing and more! For additional information on how NFC RFID can bring value to your company, contact your Avery Dennison sales representative today.

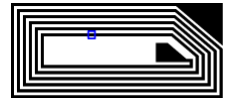
About AD-750

AD-750 is part of Avery Dennison's NFC RFID Inlay Portfolio. Near field communication (NFC) inlays, tags and labels are ideal for use in a very short distance (typically 10 cm or less). Multiple NFC applications include embedded inlays in posters, promotions and packaging of retail merchandise.

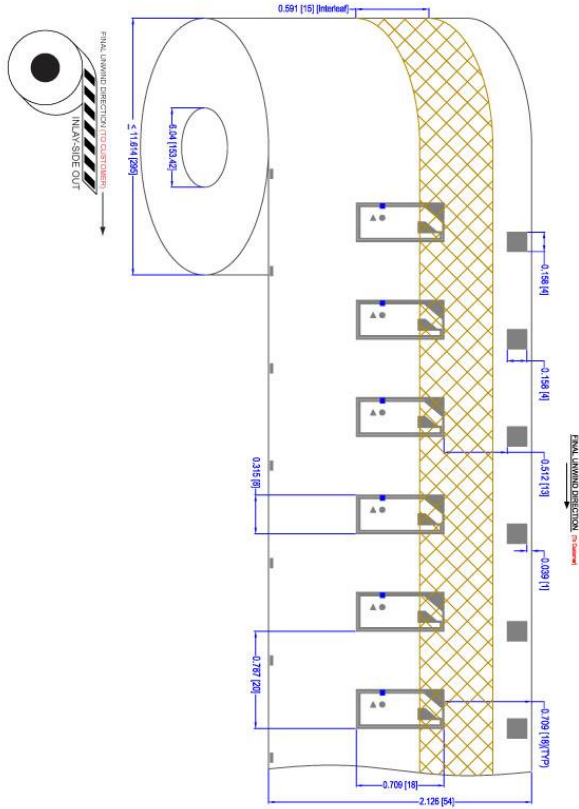
AD-750 is equipped with NXP NTAG 213, an integrated circuit (IC) designed to fully comply to NFC Forum Type 2 Tag and ISO/IEC14443 Type A specifications.

Features & Benefits include:

- UID ASCII mirror for automatic serialization of NDEF messages
- 144 byte read/write user memory
- ECC based originality signature
- Password protection
- Fast read command
- Automatic NFC counter triggered at read command
- NFC counter ASCII mirror for automatic adding the NFC counter value to the NDEF message
- 7-byte serial number (cascade level 2 according to ISO/IEC 14443-3)



AD-750 – RF700074 Dry Inlay – Web 2.126"



AD-750 – RF700073 Wet Inlay – Web 2.126"

