



RFID

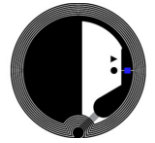
# AD-721

# Application

# Notes

**AVERY DENNISON**  
**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-721 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-721 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-721'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-721 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.

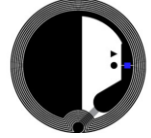
## About AD-721

AD-721 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.

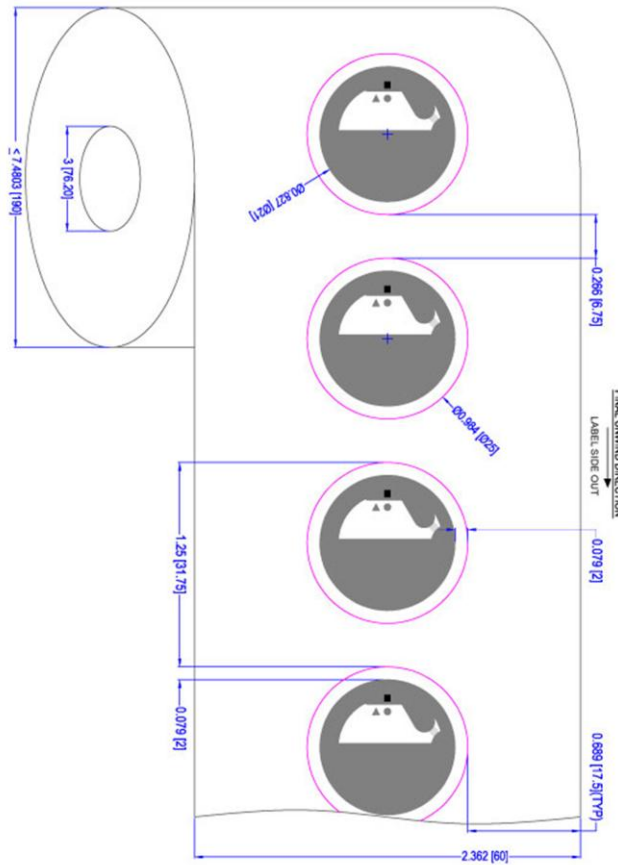
AD-721 is equipped with NXP NTAG 213, an integrated circuit (IC) designed to fully comply to NFC Forum Type 2 Tag and ISO/IEC14443 Type A specifications.

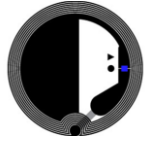
### Features & Benefits include:

- 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-721 – RF750027 Label – Web 2.36”





AD-721 – RF700069 Dry Inlay – Web 2.36"

AD-721 – RF700070 Wet Inlay – Web 2.36"

