



RFID

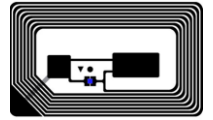
AD-740

Application

Notes

AVERY DENNISON
ELEVATE BRANDS
ACCELERATE PERFORMANCE

RFID Product Management
Avery Dennison | Miamisburg, OH USA
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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-740 is equipped with NXP Ultralight™ EV1 chip, which features 384 bits of user memory, password protection, and originality signature.



Event Ticketing

AD-740 is also highly recommended for cost effective and secure paper ticketing for the limited use market. The Ultralight™ EV1 IC is compatible with MIFARE based systems, and features an integrated originality checker, which is effective at preventing cloning and counterfeiting of tickets typically redeemed in large venues such as stadiums, concert halls, and exhibitions.



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-740 is the ideal NFC inlay for multiple end uses including Print Media, Gaming, Social Media, 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.

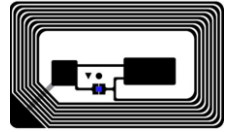
About AD-740

AD-740 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.

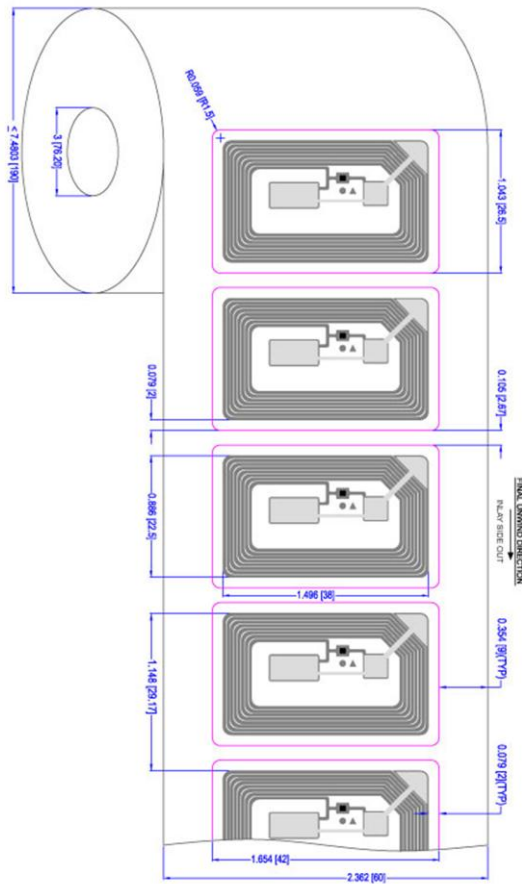
AD-740 is equipped with Ultralight™ EV1, an integrated circuit (IC) designed to fully comply to ISO/IEC14443 A 1-3 specifications.

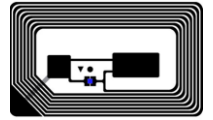
Features & Benefits include:

- Backwards compatible to MIFARE Ultralight
- OTB, Lock Bits, configurable counters
- 384 bits read/write user memory
- NXP Semiconductors originality signature
- Password protection
- Fast read command
- Three independent 24-bit one-way counters
- Protected data access through 32-bit password
- Unique 7-byte serial number
- Fraud Prevention
- Ability to check originality of tickets

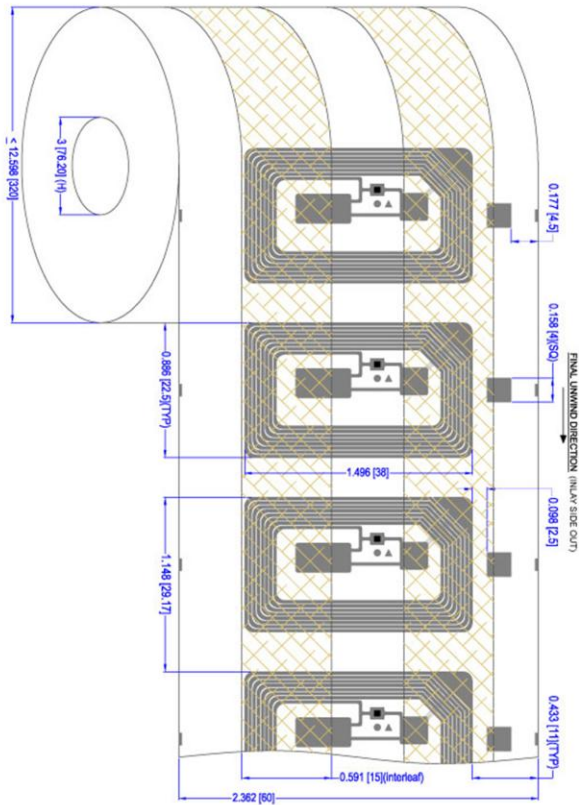


AD-740 – RF750028 Label – Web 2.36"





AD-740 – RF700071 Dry Inlay – Web 2.36"



AD-740 – RF700072 Wet Inlay – Web 2.36"

