

# AD 2Metal Rock M781

## Overview

---

**Frequency Band**

UHF 860 - 960 MHz

---

**Chip Attachment Technology**

Direct Chip Attach

---

**Chip**

Impinj M781

---

**Antenna Dimensions**

95 x 40 mm / 3.74 x 1.6 in

---

**International Standard**

ISO 18000-63, EPC Class 1 Gen 2

---

**Industry Segments**

Industrial Applications  
Automotive  
Logistics

---

**Applications**

On-Metal Asset Tracking

---

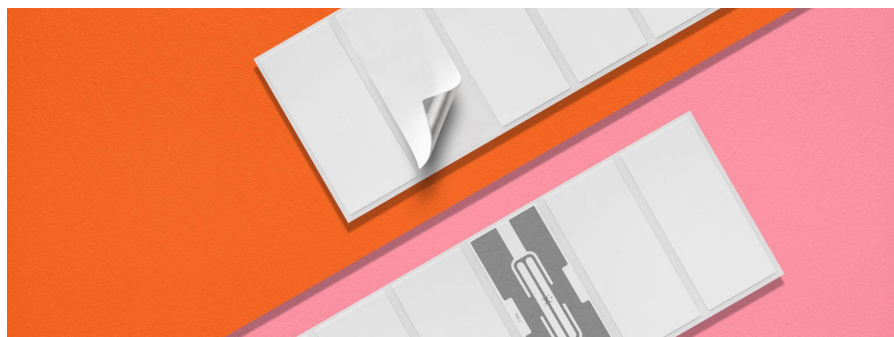
**RoHS**

EU Directive 2011/65/EC and  
Directive (EU) 2015/863

---

**REACH**

Regulation (EC) No. 1907/2006



## Thin and flexible on-metal UHF tag for global use

AD 2Metal Rock M781 is a global performing tag designed for tagging metal, liquid and difficult-to-tag non-metal objects. The thin, soft and flexible tag structure ideally suits for curved (convex and concave) and flat surfaces. The AD 2Metal Rock M781 is optimal for tagging metal objects in automotive and logistics applications as well as tagging Returnable Transport Items (RTI) such as ESD boxes and metal crates.

This printable, AD 2Metal Rock M781 is delivered on reels and the thin form factor enables easy printing and encoding with RFID printers suited for on-metal tags. It delivers excellent performance on metal surfaces with a read-range of up to 4-5 meters.

The product is delivered in label format as a single-row at 500-unit reel with reliable and aggressive adhesion for demanding surfaces and harsh environments. A clean gap between the tags makes it user-friendly, suitable for automated applicators, and minimizes waste at the point of use.

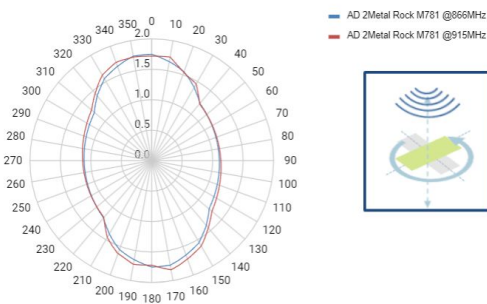
Avery Dennison inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, enhancing RFID usage for difficult surroundings and surfaces.

## Technical features

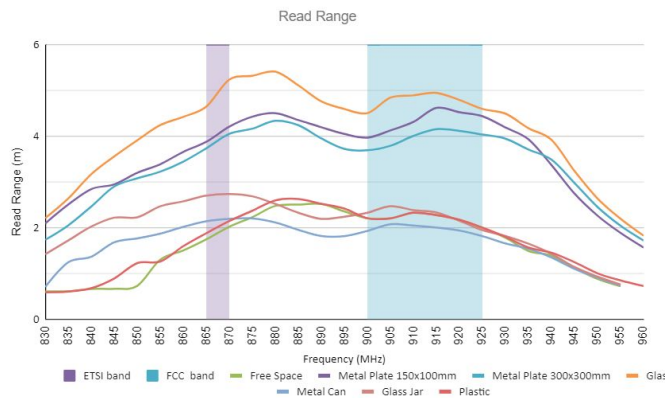
<b>Chip</b>	Impinj M781	
<b>Chip attachment technology</b>	Direct chip attach (DCA)	
<b>EPC and User Memory</b>	128-bit and 512-bit	
<b>TID Memory</b>	96-bit / 48-bit unique serial number	
<b>Product Code*</b>	3009415 / IL-609254	3009417 / IL-609255
<b>Delivery Format</b>	Label	Label
<b>Die-Cut Dimension</b>	98 x 43 mm / 3.86 x 1.69 in	98 x 43 mm / 3.86 x 1.69 in
<b>Inlay Substance</b>	PET	PET
<b>Face Sheet</b>	White PET 50	White PET 50
<b>Total Thickness</b>	670 µm	640 µm
<b>Standard Pitch</b>	47 mm / 1.850 in	47 mm / 1.850 in
<b>Web Width</b>	102 mm / 4 in	102 mm / 4 in
<b>Core Size</b>	152 mm / 6 in	152 mm / 6 in
<b>Quantity / Reel</b>	500 pcs/reel 1.000 pcs/box	500 pcs/reel 1.000 pcs/box
<b>Operating Temperature</b>	-40 °C to 85 °C / -40 °F to 185 °F	

\*Other product codes available upon request.

## Orientation sensitivity



## Read range



## Contact information

[rfid.averydennison.com/contact](http://rfid.averydennison.com/contact)  
+1-678-617-2359

Connect with us on:



© 2024 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA Third party trademarks and/or trade names used herein are the property of their respective owner(s). Some of the trademarks appear for identification purposes only.

**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](http://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.

