

# AD-311 M750

## Overview

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**Frequency Band**

UHF 860 - 960 MHz

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**Chip**

Impinj M750

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**IC Attachment Technology**

Strap Attach

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**Antenna Dimensions**

41.4 mm x 29 mm / 1.63 x 1.142 in

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**International Standard**

ISO/IEC 18000-63 Type C

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**Industry Segments**

Apparel  
Logistics  
Healthcare

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**Applications**

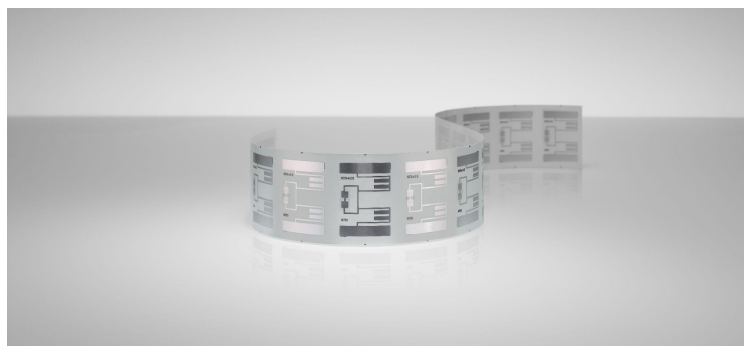
Supply Chain Management  
Brand Protection  
Home Essentials

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**RoHS**

EU Directive 2011/65/EU and  
2015/863 Compliant

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## High performance and flexible use

AD-311 M750 inlays from Avery Dennison Smartrac are the solution of choice for a wide variety of RFID tagging applications and features the M750 chip by Impinj.

The high performing, Gen2 UHF RFID inlays are a perfect fit for retail items such as apparel and home essentials, and integrate well into supply chain, inventory and logistics applications.

AD-311 M750 inlays provide 96 bits of EPC memory and 32 bits of User Memory and enables features such as AutoTune™, Enduro™, Integra™, FastID™, TagFocus™, BlockWrite, Lock/Permalock, Access/Kill, Untraceable/Short Range Mode, and Protected Mode. A 96-bit Tag Identifier (TID) is factory locked with a 48-bit unique serial number embedded into the TID.

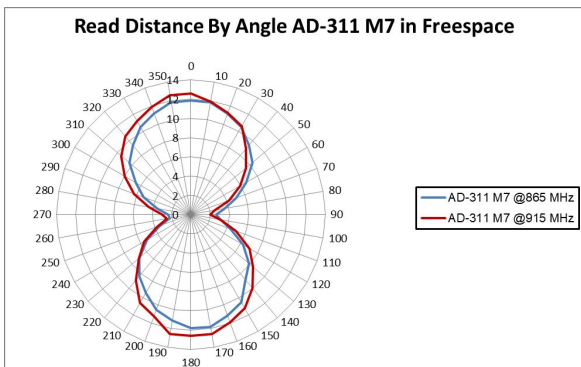
Delivery formats include dry inlay, wet inlay, and paper label..

Like all RFID products from Avery Dennison, AD-311 M750 inlays are manufactured according to the industry's highest quality standards, as confirmed by the RFID Lab at Auburn University: The inspection body awarded Avery Dennison its first comprehensive and significant ARC accreditation for quality.

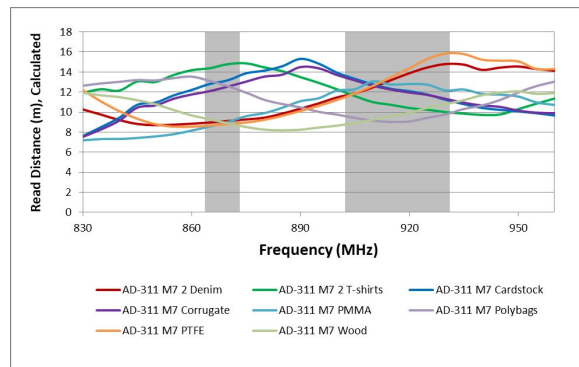
## Technical features

<b>Chip / IC Attachment Technology</b>	Impinj M750 / Strap Attach		
<b>EPC and User Memory</b>	96-bit EPC / 32-bit User Memory		
<b>TID Memory</b>	96-bit / 48-bit unique serial number		
<b>Product Code</b>	RF602390 / IL-608014	RF602391 / IL-607269	RF101090 / IL-608400
<b>Delivery Format</b>	Dry+ inlay	Wet inlay	Label / sticker
<b>Die-Cut Dimension</b>	-	44.45 x 33 mm / 1.75 x 1.30 in	44.45 x 33 mm / 1.75 x 1.30 in
<b>Inlay Substrate</b>	40# Paper	40# Paper	40# Paper
<b>Face Sheet</b>	-	-	TT2C (FASSON®) Bright White
<b>Total Thickness</b>	11 - 14 mils 292 - 343 microns	12 - 15 mils 323 - 374 microns	16 - 18 mils 411 - 463 microns
<b>Standard Pitch</b>	38.1 mm / 1.5 in	38.1 mm / 1.5 in	38.1 mm / 1.5 in
<b>Web Width</b>	50.8 mm / 2 in	50.8 mm / 2 in	50.8 mm / 2 in
<b>Core Size</b>	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
<b>Size of Roll</b>	15.5 in Max OD	8 in Max OD	8 in Max OD
<b>Operating Temperature</b>	-40 °C to 85 °C -40 °F to 185 °F		
<b>On-Metal</b>	Non metal		
<b>Certificate</b>	ARC: Spec N, Spec Q, Spec G, Spec F, Spec L, Spec I, Spec K, Spec W2, and Spec W5		

## Orientation Sensitivity



## Read Distance



All graphs are indicative: performance in real life applications may vary.

### Contact information

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

Connect with us on:



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**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.

