

# AD-663u7XM+

## Overview

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**Frequency Band**

UHF 860 - 960 MHz

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**Chip**

NXP UCODE 7XM+

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**Antenna Dimensions**

90 x 19 mm / 3.54 x 0.75 in

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**International Standard**

ISO/IEC 18000-63 Type C

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**Industry Segments**

Automotive  
Industrial Applications  
Sports and Events

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**Applications**

Sports Timing  
Asset Tracking  
Inventory

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**RoHs**

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

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## High performance and large user memory for tracking applications

AD-663u7XM and AD-663u7XM+ inlays from Avery Dennison are Gen2 UHF RFID products that perform exceptionally across a wide range of dielectrics and are available in two chip formats: NXP UCODE 7xm and NXP UCODE 7xm+.

Both products are suitable for a wide variety of RFID tagging applications, particularly those related to glass, automotive and industrial asset tracking, and race timing.

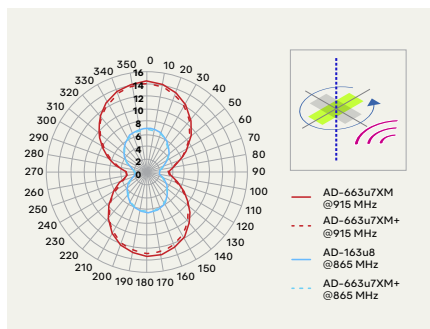
AD-663u7XM is equipped with a UCODE 7XM chip from NXP while AD-663u7XM+ comes with a UCODE 7XM+, with both ICs sharing 448-bit of EPC memory, 2-K-bit of user memory, and 96-bit of serialized TID with a 48-bit unique serial number. AD-663u7XM and AD-663u7XM+ are available in Dry Inlay and Wet Inlay delivery formats.

Like all RFID products from Avery Dennison, AD-663u7XM and AD-663u7XM+ 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.

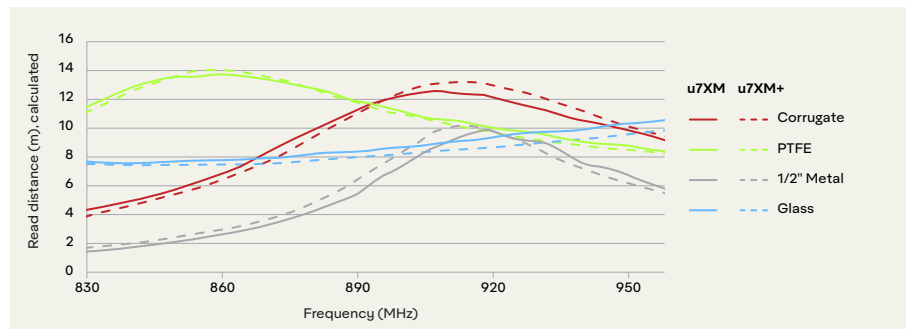
## Technical features

Chip	NXP UCODE 7XM+	
EPC and User Memory	448-bit and 2K-bit	
TID Memory	96-bit / 48-bit unique serial number	
Product Code	RF600917	RF600855
Delivery Format	Dry inlay	Wet inlay
Die-cut Dimension	-	93 x 22 mm / 3.67 x 0.87 in
Inlay Substrate	Opaque PET	
Total Thickness	10 - 13 mils / 254 - 330 microns	11 - 14 mils / 280 - 355 microns
Standard Pitch	31.75 mm / 1.25 in	
Web Width	98 mm / 3.875 in	
Core Size	76 mm / 3 in	
Quantity / Reel	20000 pcs/reel	10000 pcs/reel
Operating Temperature	-40 °C to 85 °C -40 °F to 185 °F	
On-Metal	Non metal	

## Orientation sensitivity



## Read range



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

## Contact information

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RoHS

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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.

