

# Bullseye™ NFC

## Overview

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**Frequency Band**

NFC 13.56 MHz

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**Chip**

Sony FeliCa Lite-S

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**Antenna Dimensions**

35 mm / 1.378 in

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**International Standard**

ISO 18092

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**Industry Segments**

Electronics and Gaming  
Apparel  
Beauty and Personal Care

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**Applications**

NFC  
Gaming and Toys  
Electronics

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**RoHs**

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

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**REACH**

Regulation (EC) No 1907/2006

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## Reliable allrounder with market leading performance

Our Bullseye™ inlays and tags featuring the Sony FeliCa Lite-S chip offer high reliability and market-leading performance.

The Bullseye™ with Sony FeliCa Lite-S chip provides 224 bytes of user memory, an enhanced security feature that enables mutual authentication by message authentication code (MAC), and has anti tearing transaction functionality to prevent incomplete data update. The tag is compatible with the existing Sony FeliCa Lite-S infrastructure, delivers high-speed data rates of up to 212kbps/424kbps (Auto Switching Supported), and is NDEF pre-formatted.

Bullseye™ products provide a high-performance, cost-effective solution in many application areas such as electronic pairing, gaming, smart posters, loyalty and product authentication. The inlay complies with both NFC Forum Type 3 Tag and ISO/IEC18092 standards, and is a halogen-free product.

## Technical features

Chip	Sony FeliCa Lite-S
User Memory	224 bytes
Product Code	3003103
Delivery Format	Wet inlay
Die-cut Dimension	38 mm / 1.496 in
Inlay Substrate	PET
Face Sheet	Clear PET
Total Thickness	141 µm
Standard Pitch	42 mm / 1.654 in
Web Width	41 mm / 2 in
Core Size	76 mm / 3 in
Quantity / Reel	4000 pcs/reel 16000 pcs/box
Operating Temperature	-25 °C to 70 °C -13 °F to 158 °F

### Contact information

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