

# AD Circus™ Pro NTAG 424

## Overview

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**Frequency Band**

HF 13.56 MHz

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**Chip**

NXP NTAG424 DNA

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**Antenna Dimensions**

Ø 20 mm / 0.79 in

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**International Standard**

ISO 14443A

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**Industry Segments**

Electronics and Gaming  
Apparel

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**Applications**

NFC  
Gaming and Toys  
Loyalty Programs

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**RoHS**

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

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**REACH**

Regulation (EC) No. 1907/2006



## Taking secure product authentication to higher levels

Our AD Circus™ NFC inlays have become synonymous with superior performance for demanding product brands, retailers and industrial companies. AD Circus™ Pro complements the AD Circus™ product family with advanced encryption that enables a highly secure product authentication. By embedding it into or attaching it to physical products, brand owners can turn their products into secure digital platforms, delivering unmatched value during the product lifetime from point of manufacture, through the supply chain, distribution channels, point of sales, customer usage phase, to reselling and recycling. Key applications are counterfeit and diversion protection as well as exclusive content and rewards for consumer engagement and customer loyalty programs.

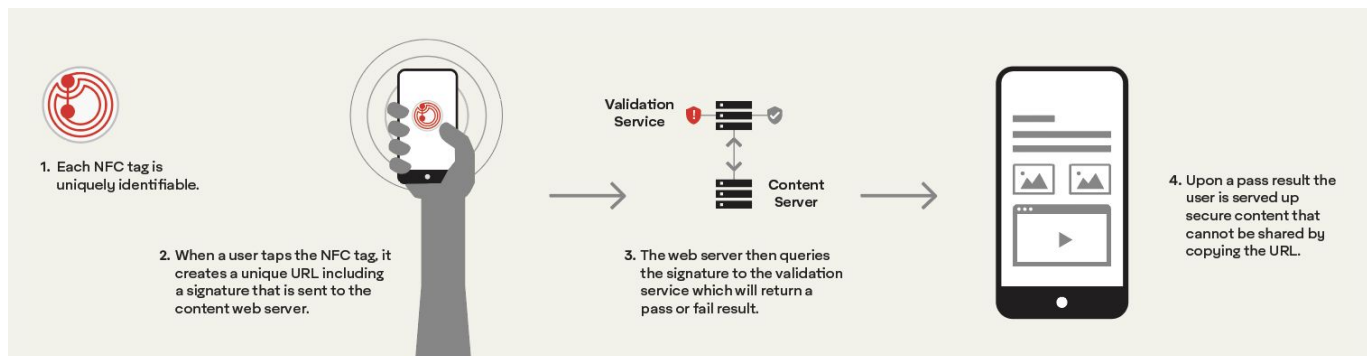
AD Circus™ Pro is available with either NXP's NTAG424 DNA or em|linq (EM4332) chip with specific cryptography algorithms and a choice of memory options, works with all NFC-enabled devices and supports real-time tag and message authentication.

AD Circus™ Pro is compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management. This ensures a reliable and state-of-the-art product that meets a variety of application needs.

## Technical features

Chip	NXP NTAG424 DNA
User Memory	416 bytes
Product Code	3007218 / IL-603513
Delivery Format	Wet inlay+
Die-Cut Dimension	22 mm / 0.866 in
Inlay Substrate	PET
Face Sheet	Clear PET
Standard Pitch	27 mm / 1.063 in
Web Width	30 mm / 1.2 in
Core Size	76 mm / 3 in
Quantity / Reel	2,000 pcs/reel 4,000 pcs/box
Operating Temperature	-25 °C to 70 °C / -13 °F to 158 °F

## How does secure authentication work?



### Contact information

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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.

