

# AD Dogbone® M780

## Overview

---

**Frequency Band**

UHF 860 - 960 MHz

---

**Chip Attachment Technology**

Direct Chip Attach

---

**Chip**

Impinj M780

---

**Antenna Dimensions**

94 x 24 mm / 3.70 x 0.95 in

---

**International Standard**

ISO 18000-63 EPC class 1 Gen 2

---

**Industry Segments**

Automotive

Logistics

Sports and Events

---

**Applications**

Inventory and Logistics

Sports Timing

Supply Chain Management

---

**RoHS**

EU Directive 2011/65/EC and

Directive (EU) 2015/863

---

**REACH**

Regulation (EC) No. 1907/2006



## Excellent global performance on difficult-to-tag materials

AD Dogbone® M780 inlays from Avery Dennison are designed for global supply chain, industrial, RTI, and sports timing applications. They excel through superior performance in demanding environments and on difficult-to-tag materials, due to their good tolerance against the detuning effect of high dielectric materials.

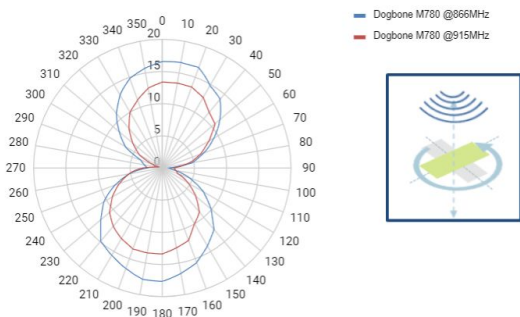
The product is equipped with the M780 IC from Impinj. The IC comes with 496-bit EPC memory and 128-bit User memory, and offers an enhanced “autotune” adaptive RF tuning feature. In addition, the IC has an improved read and write sensitivity, enabling faster and more accurate bulk reading compared to Impinj Monza 4. The M780 IC is compatible with the global GS1 UHF Gen2v2 standard and has a privacy mode that enables loss prevention and protects consumer privacy. Dogbone® M780 inlays have a size of 97 x 27 mm, which is optimized for 100 mm / 3.94 inch wide converted labels, and are available in dry, wet, and paper tag delivery formats.

Like all RFID products from Avery Dennison, AD Dogbone® M780 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.

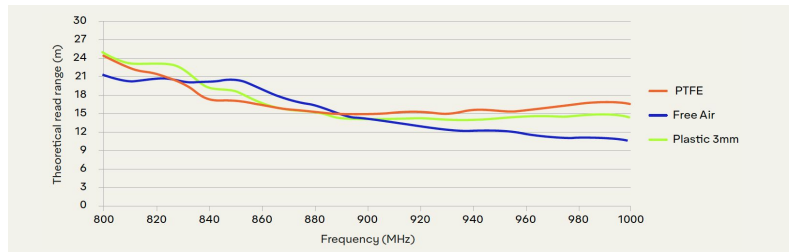
## Technical features

Chip	Impinj M780
Chip attachment technology	Direct chip attach (DCA)
EPC and User Memory	496-bit and 128-bit
TID Memory	96-bit / 48-bit unique serial number
Product Code	3009040 / IL-604777
Delivery Format	Label
Die-Cut Dimension	97 x 27 mm / 3.82 x 1.06 in
Inlay Substrate	PET
Face Sheet	Opaque Matt Paper 79
Inlay Liner Material	Silicon liner
Standard Pitch	30 mm / 1.18 in
Web Width	100 mm / 3.94 in
Core Size	76 mm / 3 in
Quantity / Reel	3,000 pcs/reel 6,000 pcs/box
Operating Temperature	- 40 °C to 85 °C / -40 °F to 185 °F

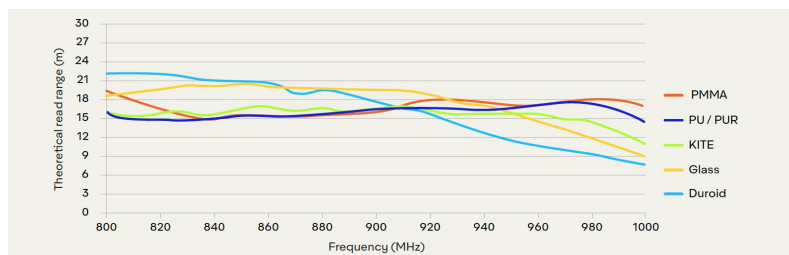
## Orientation sensitivity



## Theoretical read range in Class 1 materials



## Theoretical read range in Class 2 materials



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:



© 2022 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.

