

AD Dogbone® M781

Overview

Frequency Band

UHF 860 - 960 MHz

Chip Attachment Technology

Direct Chip Attach

Chip

Impinj M781

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® M781 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.

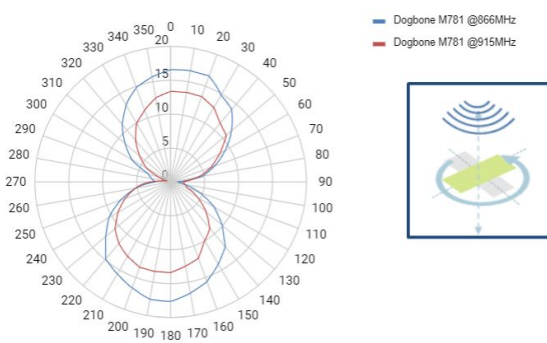
The product is equipped with the M781 IC from Impinj. The IC comes with 128-bit EPC memory and 512-bit User memory, and offers an enhanced “autotune” adaptive RF tuning feature. In addition, the IC has an improved read and write sensitivity, enabling faster and more accurate bulk reading compared to Impinj Monza 4. The M781 IC is compatible with the global GS1 UHF Gen2v2 standard and has a privacy mode that enables loss prevention and protects consumer privacy. Dogbone® M781 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® M781 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.

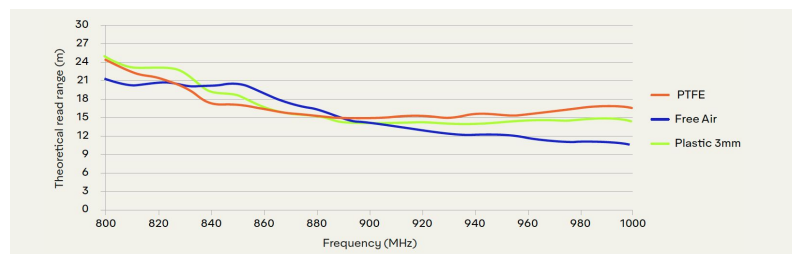
Technical features

Chip	Impinj M781		
Chip attachment technology	Direct chip attach (DCA)		
EPC and User Memory	128-bit and 512-bit		
TID Memory	96-bit / 48-bit unique serial number		
Product Code	3008736 / IL-604554	3008749 / IL-604563	3008747 / IL-604561
Delivery Format	Dry inlay +	Label	Wet Inlay +
Die-Cut Dimension	-	97 x 27 mm / 3.82 x 1.06 in	97 x 27 mm / 3.82 x 1.06 in
Inlay Substrate	PET	PET	PET
Face Sheet	Clear PET	Mid-gloss paper	Clear PET
Inlay Liner Material	-	Silicon liner	Silicon liner
Standard Pitch	30 mm / 1.18 in	30 mm / 1.18 in	30 mm / 1.18 in
Web Width	97 mm / 3.8 in	100 mm / 3.94 in	100 mm / 3.94 in
Core Size	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	10,000 pcs/reel 10,000 pcs/box	3,000 pcs/reel 6,000 pcs/box	10,000 pcs/reel 10,000 pcs/box
Operating Temperature	- 40 °C to 85 °C / -40 °F to 185 °F		
Certificates			

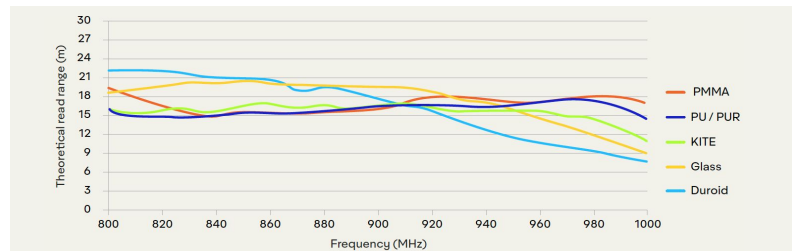
Orientation sensitivity



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

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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](https://www.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.

