

# AD Medio Web DF EM4425

## Overview

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**Frequency Band**

UHF 860 - 960 MHz / NFC 13.56 MHz

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**Chip**

EM4425 V12

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**Antenna Dimensions**

45 x 28,5 mm / 1.77 x 1.12 in

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**International Standard**

ISO 18000-63, EPC Class 1 Gen 2

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**Industry Segments**

Apparel  
Industrial Applications

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**Applications**

Brand Protection  
Supply Chain Management  
Logistics

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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



## The dual-frequency advantage in item-level tagging

Our AD Medio Web DF EM4425 inlays and tags are designed for item-level tagging, brand protection, supply chain management, and logistics applications. Based on our successful Web UHF RFID product line, they combine excellent performance with a unique dual-frequency capability, operating in both NFC (HF) and UHF RFID frequency ranges.

AD Medio Web DF EM4425's dual-frequency capability provides powerful all-in-one solutions for, inter alia, consumer engagement, and product authentication, offering the possibility to manage the distribution channels and fight the black and grey market. The consumer can verify the authenticity of the purchased product, while the retailer can verify the authenticity of the returned product. Moreover, the interaction with the product before, during or after purchase, in-store or at home, offers a consistent consumer experience, regardless of the sales channel.

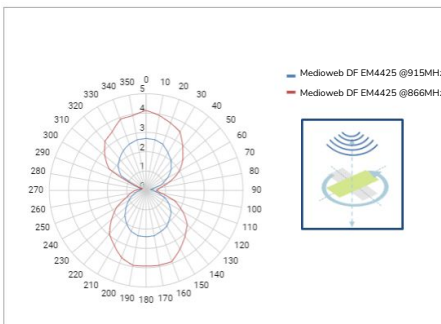
AD Medio Web DF EM4425 tags have a compact 48 mm / 1.89 inch form factor, which can be easily converted into end-application usage, and is available in paper tag delivery format. AD Medio Web DF EM4425 comes with EM Microelectronic's EM4425 V12 echo-V IC that is equipped with 2048-bits shared user memory. It is accessible via UHF RFID and NFC (HF) frequencies, enabling the use of inexpensive, generally available readers (NFC-enabled smartphones) as supplements to dedicated UHF or HF reader infrastructures.

Avery Dennison inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, especially in the retail environment.

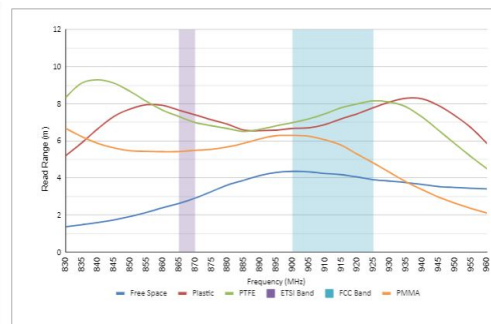
## Technical features

Chip	EM4425 V12
EPC and User Memory	96-bit / up-to 480-bit / 2048-bit UM
TID Memory	96-bit (UHF) / 64-bit (HF) overlapping
Product Code	3008891 / IL-604666
Delivery Format	Label / sticker
Die-Cut Dimension	48 x 31.5 mm / 1.89 x 1.24 in
Inlay Substrate	PET
Face Sheet	Mid-gloss paper
Standard Pitch	37 mm / 1.45 in
Web Width	56 mm / 2.20 in
Core Size	76 mm / 3 in
Operating Temperature	-40 °C to 85 °C -40 °F to 185 °F

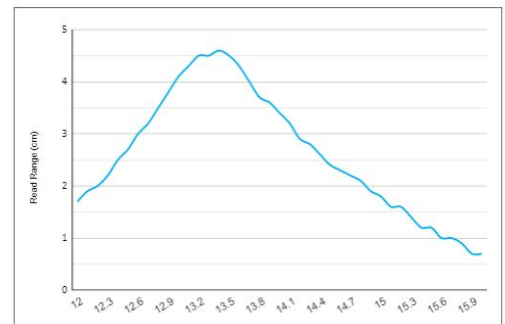
Read Distance on Free Space



Read Range



NFC Read Range



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](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.

