AD Midas Flagtag®DF EM4425

Overview

Frequency Band
UHF 860 - 960 MHz / HF 13.56 MHz

Chip
EM4425

Antenna Dimensions
31.4 x 48 mm / 1.236 x 0.89 in

International Standard
ISO/IEC 18000-63, EPC Gen2 V2
ISO 15693

Industry Segments
Retail
Industrial Applications

Applications
Brand Protection
Supply Chain Management
Home Essentials

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

REACH
Regulation (EC) No 1907/2006

The dual-frequency advantage in item-level tagging

AD Midas Flagtag® DF EM4425 on-metal inlays and tags are designed for item-level tagging, brand protection, supply chain management, and logistics applications. Based on our successful AD Midas Flagtag® UHF RFID product line, this product combines excellent performance with a unique dual-frequency capability, operating in both NFC (HF) and UHF RFID frequency Ranges.

AD Midas Flagtag® 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 distribution channels and fight the black and grey markets. The NFC capability allows the consumer to verify the authenticity of the purchased product as well as engage with product or brand information, while the retailer can use the UHF capability to maximize inventory management and accuracy. 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 Midas Flagtag® DF EM4425 inlays and tags have a compact 74 x 35 mm form factor, which can be easily converted into end-application usage, and are available in printable paper tag delivery format. AD Midas Flagtag® DF EM4425 comes with EM Micro-electronic's EM4425 echo-V IC that is equipped with 2048 bits of 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.
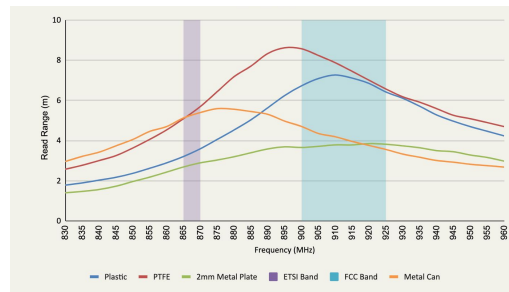
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Technical features

Chip	EM4425 (V12)
EPC and User Memory	96-bit / up-to 480-bit / 2048-bit UM
TID/UID Memory	96-bit (UHF) / 64-bit (HF) overlapping
Product Code	3008893 / IL-604668
Delivery Format	Label / sticker
Die-Cut Dimension	73.5 x 34.4 mm / 2.894 x 1.354 in
Inlay Substrate	PET
Face Sheet	Mid-gloss paper
Standard Pitch	37.5 mm / 1.476 in
Web Width	79.5 mm / 3.13 in
Core Size	76 mm / 3 in
Operating Temperature	-40°C to 85°C / -40°F to 185°F

Orientation sensitivity
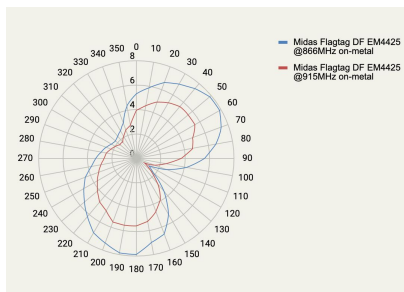
UHF read range

NFC read range
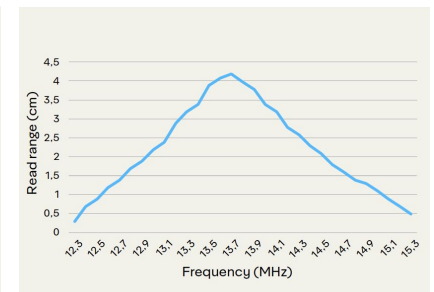
All graphs are indicative: performance in real-life applications may vary.

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