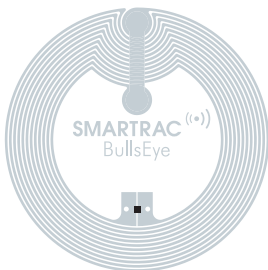


BULLSEYE NFC

An all-round, highly reliable NFC tag with market-leading performance plus UID mirror functionality for high-volume applications.



BullsEye NFC tags with the NXP NTAG210 chip offer high reliability and market-leading performance. Unique ID (UID) mirror functionality suits high-volume product authentication and marketing applications.

The UID mirror functionality enables the IC's serial number to be mirrored as part of its encoded URL address. This feature enables every tag to be seen and read as unique from the application perspective, without requiring users to encode tags with variable numbers.

BullsEye NTAG210 NFC tags provide a high-performance, cost-effective solution for product authentication, magazine ads, smart posters, postcards and other high-volume applications that require simple URL addresses with unique numbers, but otherwise need very little memory.

BullsEye NFC products are based on the ISO14443A standard and are compatible with NFC Forum standards.

Benefits:

- ▶ BullsEye NFC is a top-performing product offering an ideal balance between size and performance for NFC mobile devices.
- ▶ Ideal for volume applications requiring limited memory and maximum tag performance.
- ▶ UID mirror functionality.
- ▶ Originality signature feature.
- ▶ ISO 14443A and NFC Forum Type 2 Tag applications compliance.

Overview

Operating Frequency
13.56 MHz

Integrated Circuit (IC)
NXP NTAG210

Antenna Size
Ø 35 mm (1.38 in)

Die-cut Size
Ø 38 mm (1.50 in)

International Standards
ISO 14443 A
NFC Forum

Quality Assurance
100% performance tested

Application Areas

Various NFC applications in:

- ▶ Retail Environment
- ▶ Social Media
- ▶ Games & Toys
- ▶ Location
- ▶ Media & Ads
- ▶ Business Cards & Calendars
- ▶ Loyalty Apps
- ▶ Electronics Pairing
- ▶ Product Authentication
- ▶ Ticketing & Monetary Transactions

More information:
www.NFCtags.com

BULLSEYE NFC

Technical Features	
IC	NXP NTAG210
Memory	48 bytes
Frequency	13.56 MHz
Antenna Size	Ø 35 mm / 1.38"
Die-cut Size	Ø 38 mm / 1.50"
Web Width	41 mm / 1.61"
Operating Temperature	-25°C to 70°C / -13°F to 158°F
Bending Diameter (D)	> 50 mm, tension max. 10 N
Delivery Formats	Wet inlay
Adhesive	Permanent pressure sensitive adhesive
Adhesive Usage Temperature	min. -40°C to 150°C / min. -40°F to 302°F
Qty/Reel	4,000 per reel
Core Size	76 mm / 3"
Shelf Life: minimum of 2 years from the date of manufacture in	20°C / 68°F, 50% RH

SMARTRAC TECHNOLOGY GROUP uses three different qualification methods to evaluate the quality and reliability of RFID inlay and tag products. Products are tested according to IEC 60068-2-67 (temperature and humidity), JEDEC22-A104-B (temperature cycling) and an in-house developed bending test.



RoHS CE

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