



NFC Inlays & Labels



TAG MEDIA QUICKLY AND COST-EFFECTIVELY TO ENABLE NFC-POWERED PROMOTIONS

- **Effortless integration** - Simply apply tags to any print media or packaging.
- **Ready adoption** - Interoperable with NFC Forum compliant devices.
- **Enhanced effectiveness** - Fast, more accurate than QR-codes or text transactions.

HID Global's NFC Inlays & Labels enable marketers to quickly and cost-effectively integrate digital touch points into physical media - including posters, product packaging, point-of-purchase displays, and magazines. With Inlays & Labels in place, companies can interact in real time with customers via smartphones and other NFC-enabled devices.

The Inlays & Labels employ NFC technology for effortless transactions, engaging improved customer participation and satisfaction versus cumbersome QR-code or text-message based systems.

NFC technology has enabled the convergence of social media, localized promotional efforts and mobile technology, empowering marketers with unprecedented tools to promote products and services while rewarding customer loyalty. Leading companies are integrating the benefits of social-local-mobile (SoLoMo) technology to empower customer conversations.

Small and thin, HID Global inlays with translucent adhesive hide discretely behind a poster or display or inside a product housing or package.

Labels imprinted with high-visibility graphics beacon smartphone-wielding customers to interact with your brand.

As a trusted worldwide supplier of RFID technology, HID Global guarantees each individual Inlay & Label tag will perform to specifications. Our assurance of quality streamlines processing and encoding to keep your projects on time and on budget.

HID Global's NFC tags utilize the NXP NTAG213 chip with a 144-byte memory for storing a URL.

For high-security applications, innovative HID Trusted Tag® Services combines patented NFC Inlays & Labels using a Trusted Tag chip with a cloud-based authentication platform, powering frictionless, secure transactions for proof-of-presence, sweepstakes or product authentication. Ask your HID representative for a demo to experience the potential of HID Trusted Tag Services.

TECHNOLOGY HIGHLIGHTS:

- Advanced technology NXP NTAG213 chip
- NFC Forum Tag Type 2 compliant
- ISO/IEC 14443A compliant
- Program tags and print labels with standard equipment
- Each tag on reel is guaranteed to work (reduces processing/encoding effort)
- Available optional as HID Trusted Tag® for added security

SPECIFICATIONS



APPLICATION AREAS:

- Promotional marketing
 - Contests and sweepstakes
 - Coupons
 - Loyalty programs
 - Retail point-of-purchase
- Many other NFC tag applications

	NFC Inlays & Labels			
	Paper Label		Wet Inlay	
	29 mm	40 mm	29 mm	40 mm
Base Model Number	6E3E29	6E3E40	6E3C29	6E3C40
ELECTRONIC				
Operating Frequency	13.56 MHz			
Chip Type	NTAG213			
Memory	144 byte			
PHYSICAL				
Dimensions	ø 1.1 in (29 mm) [antenna 0.8 in (20 mm)]	ø 1.6 in (40 mm) [antenna 1.4 in (35 mm)]	ø 1.1 in (29 mm) [antenna 0.8 in (20 mm)]	ø 1.6 in (40 mm) [antenna 1.4 in (35 mm)]
Mounting Method	Self-adhesive			
Affixes To	Flat, dry and non-metallic surfaces			
Housing Material	Paper		PET	
Color	White		Transparent	
CHEMICAL AND MECHANICAL RESISTANCE				
Water	IP67, 68° F (20° C), 3.3 ft (1 m) × 35 min			
Withstands Exposure To	95% humidity, 122° F (50° C) × 24 h			
Environmental Test Conditions	68° F (20° C), 100 h			
Vibration	IEC 68.2.6 [10 g, 10 to 2000 Hz, 3 axis, 2.5 h]			
Shock	IEC 68.2.29 [40 g, 18 ms, 6 axis, 2000 times]			
THERMAL				
Storage	Room temperature on reel, operating temperature as single tag.			
Operating	4° to +158° F (-20° to +70° C)			
OTHER				
Standards	ISO/IEC 14443A, NFC Forum Tag Type 2			
Options	Dry inlays; HID Trusted Tag®; UHF inlays; custom printing			
Box Size	2,000 pcs.			
Warranty	2 Years			



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