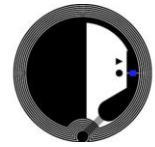




RFID

Type A NFC RFID Inlay

AD-721



**Dimensions** 0.827 in [21 mm] Diameter  
**Operating Frequency** 13.56 MHz  
**RF Protocol** ISO-14443A  
**Chip** NXP NTAG213  
**User Memory** 144 bytes  
**UID** 7 bytes

**Common Applications**  
 Retail Environment  
 Print Media  
 Miscellaneous Applications

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 International +1-770-965-0807

PART NUMBER	RF700069	RF700070	RF750027
Format	Dry Inlay	PS Inlay	Label
Antenna dimensions (CDxMD)	0.827 in [21 mm] Diameter	0.827 in [21 mm] Diameter	0.827 in [21 mm] Diameter
Die-cut dimensions	N/A	0.984 in [25 mm] Diameter	0.984 in [25 mm] Diameter
Inlay substrate material	PET	PET	PET
Inlay-to-liner adhesive	N/A	General purpose permanent hot melt	General purpose permanent hot melt
Liner material	N/A	65 g Paper Liner	65 g Paper Liner
Face Sheet	N/A	N/A	80 g Paper
Standard pitch	1.25 in (31.75 mm)	1.25 in (31.75 mm)	1.25 in (31.75 mm)
Standard web width	2.36 in (60 mm)	2.36 in (60 mm)	2.36 in (60 mm)
Total thickness over chip	Nominal 200 um	Nominal 290 um	Nominal 360 um
Operating temperature	-40° to 158 °F (-40° to 70 °C)	-4° to 122 °F (-25° to 50 °C)	-4° to 122 °F (-25° to 50 °C)
RoHS	EU Directive 2011/65/EU Compliant	EU Directive 2011/65/EU Compliant	EU Directive 2011/65/EU Compliant
Quality assurance	100% read tested with-of-tolerance inlay marked	100% read tested with-of-tolerance inlay marked	100% read tested with-of-tolerance inlay marked
Un-wind direction	Inlay-side Out	Inlay-side Out	Inlay-side Out
Core size with adaptor insert	3 in (76.2 mm)	3 in (76.2mm)	3 in (76.2 mm)
Maximum roll outer diameter (not to exceed)	12.6 in (320 mm)	7.48 in (190 mm)	7.48 in (190 mm)
Average # of units per roll	15,000 verified	4,000 verified	2,000 verified
Rev	00	00	00

Avery Dennison is pleased to introduce **AD-721**, a smartphone compliant, **NFC RFID** inlay optimized for a growing number of RFID tagging applications requiring close range (near field) communication.

**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.

**Warranty:** Please refer to Avery Dennison RFID standard terms and conditions.

**Product Information:** 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.

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