AD Midas Flagtag® M780

Overview

Frequency Band
UHF 860 - 960 MHz

Chip Attachment Technology
Direct Chip Attach

Chip
Impinj M780

Antenna Dimensions
34.4 x 18 mm / 1.36 x 0.71 in

International Standard
ISO 18000-63, EPC Class 1 Gen 2

Industry Segments
Automotive
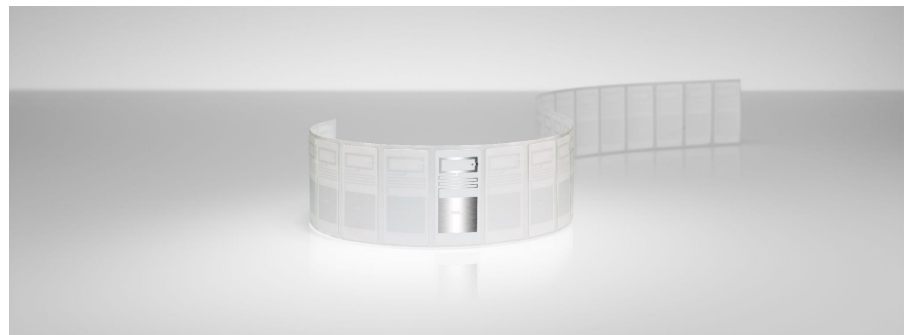Logistics
Industrial Applications
Aviation

Applications
On-Metal Asset Tracking
Metal and Liquids
Supply Chain Management

RoHS
EU Directive 2011/65/EU and
Directive (EU) 2015/863

REACH
Regulation (EC) No. 1907/2006

Designed for item-level tagging in automotive and other industries

Our AD Midas Flagtag® with Impinj M780 is designed for item-level tagging. It can be applied on diverse surfaces, especially metallic surfaces, and offers excellent performance in less demanding physical environments. The tag can also be used on plastic and cardboard and works as a standard tag.

AD Midas Flagtag® M780 has an innovative compact form factor with a total size of 43 x 21 mm when used as a standard flat paper tag. The flag part of the tag must be placed outside of metal and the adhesive-base uses the metal surface as part of the antenna structure to increase the performance.
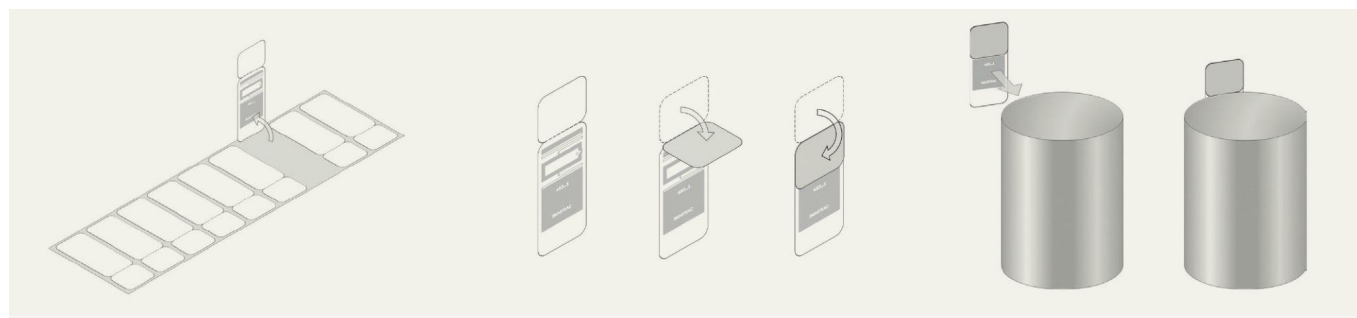
AD Midas Flagtag® M780 is equipped with Impinj M780 IC and offer 496-bit EPC, 128-bit user memory and 96-bit of serialized TID with a 48-bit serial number and are 100% performance tested. The inlays are available in wet delivery formats.

Our 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	Impinj M780
Chip Attachment Technology	Direct Chip Attach
EPC and User Memory	496-bit and 128-bit
TID Memory	96-bit / 48-bit unique serial number
Product Code	3009027 / IL-604767
Delivery Format	Label
Die-Cut Dimension	43 x 21 mm / 1.7 x 0.83 in
Inlay Substrate	PET
Face Sheet	White PET
Standard Pitch	24 mm / 0.95 in
Web Width	46 mm / 1.81 in
Core Size	76 mm / 3 in
Quantity / Reel	5,000 pcs/reel 10,000 pcs/box
Operating Temperature	-40 °C to 85 °C / -40 °F to 185 °F

Folding instruction

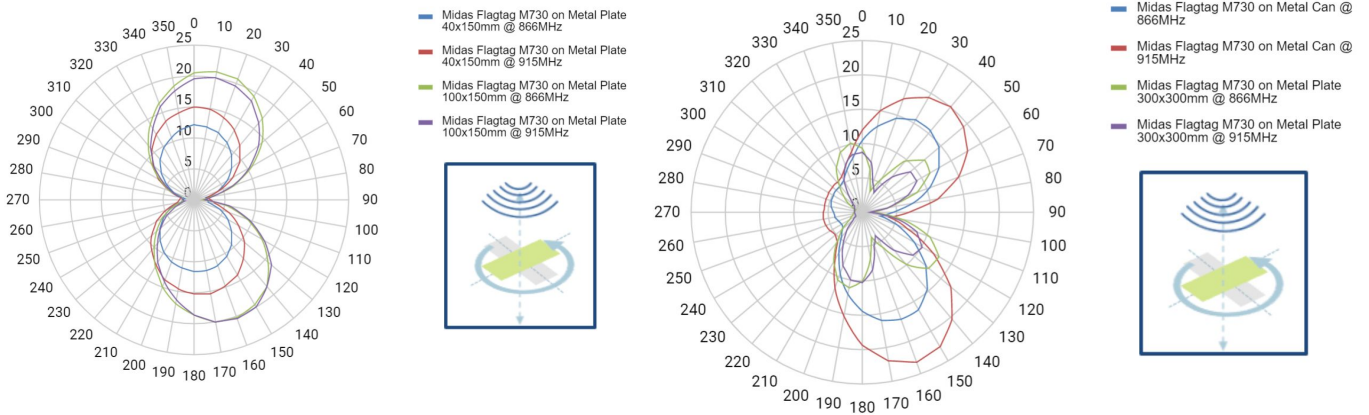1. Peel off Midas Flagtag® from substrate material, delivered in roll format.

2. Fold the white rectangle part along the perforation line to cover the transponder.

3. Apply the tag with the visible transponder area onto the metallic object and allow the folded flag to stick out.
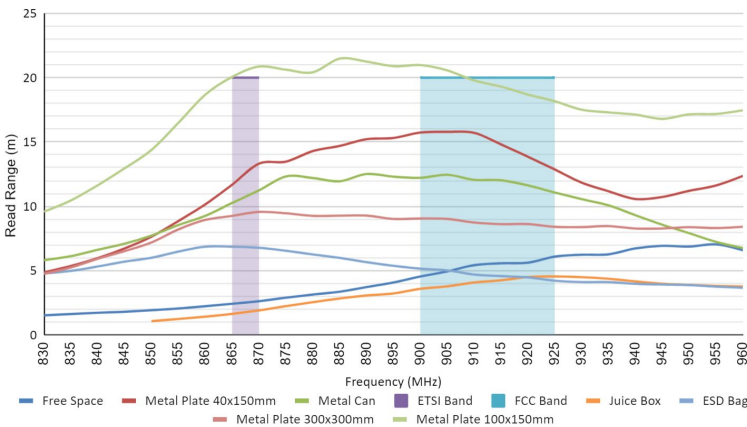
For inlays with a fold please follow steps 1-3, for inlay without a fold please follow only step 3.

All performance remind the same using M780 IC.

Orientation sensitivity

- Midas Flagtag M730 on Metal Plate 40x150mm @ 866MHz
- Midas Flagtag M730 on Metal Plate 40x150mm @ 915MHz
- Midas Flagtag M730 on Metal Plate 100x150mm @ 866MHz
- Midas Flagtag M730 on Metal Plate 100x150mm @ 915MHz

- Midas Flagtag M730 on Metal Can @ 866MHz
- Midas Flagtag M730 on Metal Can @ 915MHz
- Midas Flagtag M730 on Metal Plate 300x300mm @ 866MHz
- Midas Flagtag M730 on Metal Plate 300x300mm @ 915MHz

Read range

Legend: Free Space | Metal Plate 40x150mm | Metal Can | ETSI Band | FCC Band | Juice Box | ESD Bag | Metal Plate 300x300mm | Metal Plate 100x150mm

All graphs are indicative: performance in real life applications may vary.

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Connect with us on:

REACH COMPLIANCE

RoHS

AVERY DENNISON