

AD TracX M780

Overview

Frequency Band

UHF 860 - 960 MHz

Chip Attachment Technology

Direct Chip Attach

Chip

Impinj M780

Antenna Dimensions

50 x 50 mm / 1.97 x 1.97 in

International Standard

ISO 18000-63, EPC Class 1 Gen 2

Industry Segments

Logistics
Automotive

Applications

Asset Tracking
Package Tracking
Postal

RoHS

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

REACH

Regulation (EC) No. 1907/2006



Cutting-edge product for supply chain applications

AD TracX M780 is a new UHF product with an innovative design optimized for logistics and supply chain management applications.

Taking advantage of a unique antenna design, AD TracX M780 offers a small and cost-efficient form factor providing full orientation sensitivity. In addition, the product has an excellent global read range on light dielectric materials, providing consistent performance even on challenging materials.

AD TracX inlays is equipped with the M780 IC from Impinj. The IC comes with 496-bit EPC memory and 128-bit User memory, and offers an enhanced "autotune" adaptive RF tuning feature which helps boosting the performance. In addition, M780 has a privacy mode that enables loss prevention and protects consumer privacy.

AD TracX M780 tags and inlays are produced using leading-edge inlay assembly technologies. Monitoring every step in the production process, from the antenna to the final assembly of the inlay, guarantees optimal quality products.

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

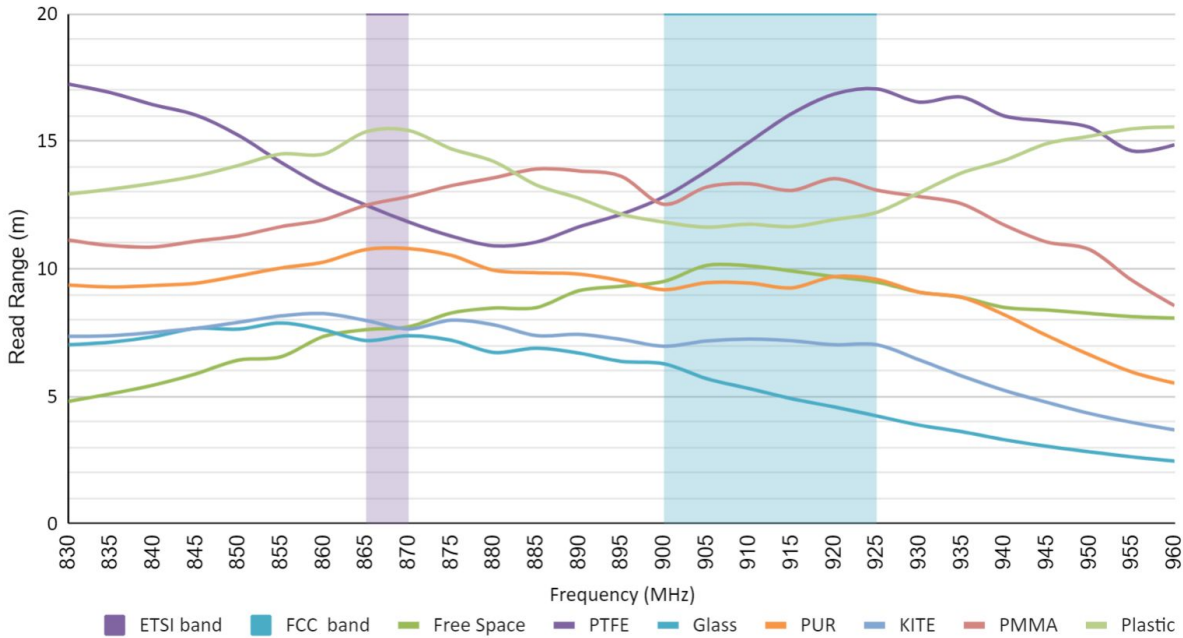
Chip	Impinj M780
Chip Attachment Technology	Direct Chip Attach (DCA)
EPC and User Memory	496-bit and 128-bit
TID Memory	96-bit / 48-bit unique serial number
Product Code*	3009023 / IL-604763
Delivery Format	Wet inlay +
Die-Cut Dimension	53 x 53 mm / 2.1 x 2.1 in
Inlay Substrate	PET
Face Sheet	Clear PET
Standard Pitch	60 mm / 2.36 in
Web Width	60 mm / 2.36 in
Core Size	76 mm / 3 in
Quantity / Reel	5,000 pcs/reel 5,000 pcs/box
Operating Temperature	-40°C to 85°C / -40°F to 185°F

*Other product codes available upon request.

Performance Graphs

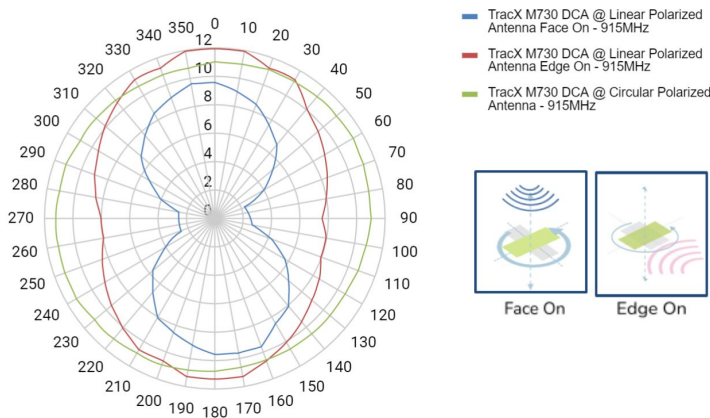
All Performance graphs remain same using M780 IC.

Read range



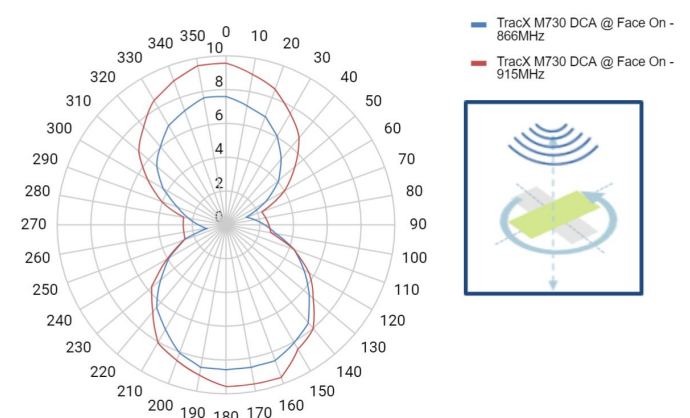
Orientation sensitivity

Linear polarized reader antenna vs Circular polarized



Orientation sensitivity

FCC vs ETSI using linear polarized reader antenna



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

Contact information

rfid.averydennison.com/contact
+1-678-617-2359

Connect with us on:



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Warranty: Please refer to Avery Dennison standard terms and conditions: rfid.averydennison.com/termsandconditions

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. 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.