

# AD TracX M781

## Overview

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**Frequency Band**

UHF 860 - 960 MHz

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**Chip Attachment Technology**

Direct Chip Attach

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**Chip**

Impinj M781

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**Antenna Dimensions**

50 x 50 mm / 1.97 x 1.97 in

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**International Standard**

ISO 18000-63, EPC Class 1 Gen 2

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**Industry Segments**

Logistics  
Automotive

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**Applications**

Asset Tracking  
Package Tracking  
Postal

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**RoHS**

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

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**REACH**

Regulation (EC) No. 1907/2006



## Cutting-edge product for supply chain applications

AD TracX M781 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 M781 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 M781 IC from Impinj. The IC comes with 128-bit EPC memory and 512-bit User memory, and offers an enhanced "autotune" adaptive RF tuning feature which helps boosting the performance. In addition, M781 has a privacy mode that enables loss prevention and protects consumer privacy.

AD TracX M781 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

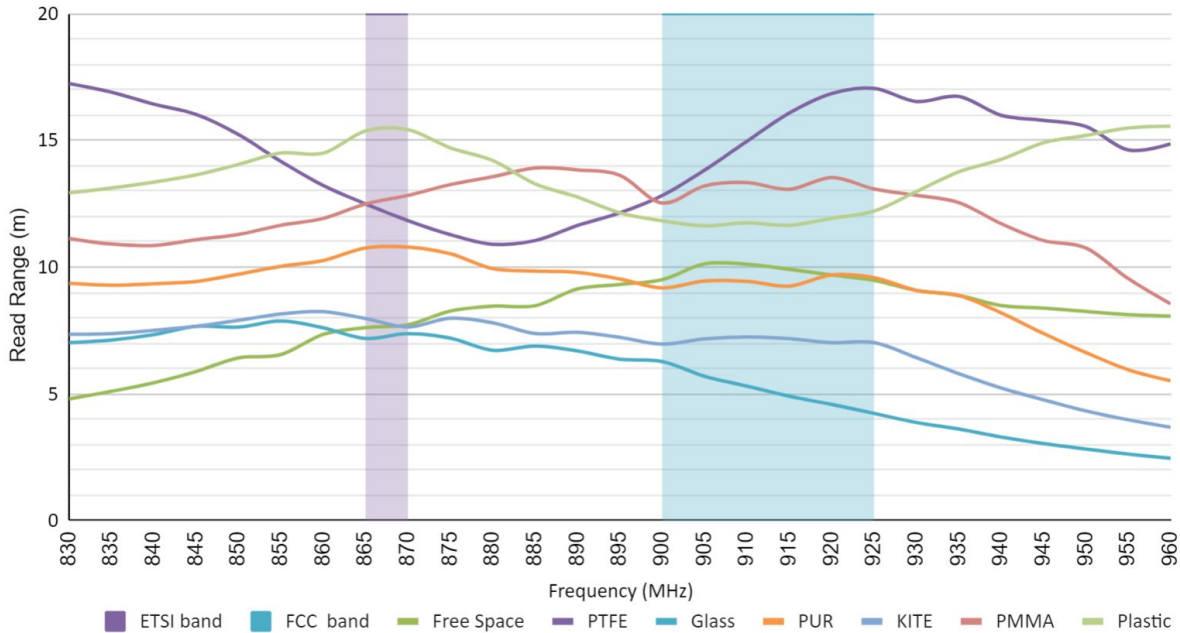
<b>Chip</b>	Impinj M781
<b>Chip Attachment Technology</b>	Direct Chip Attach (DCA)
<b>EPC and User Memory</b>	128-bit and 512-bit
<b>TID Memory</b>	96-bit / 48-bit unique serial number
<b>Product Code*</b>	3009022 / IL-604762
<b>Delivery Format</b>	Wet inlay +
<b>Die-Cut Dimension</b>	53 x 53 mm / 2.1 x 2.1 in
<b>Inlay Substrate</b>	PET
<b>Face Sheet</b>	Clear PET
<b>Standard Pitch</b>	60 mm / 2.36 in
<b>Web Width</b>	60 mm / 2.36 in
<b>Core Size</b>	76 mm / 3 in
<b>Quantity / Reel</b>	5,000 pcs/reel 5,000 pcs/box
<b>Operating Temperature</b>	-40°C to 85°C / -40°F to 185°F

\*Other product codes available upon request.

# Performance Graphs

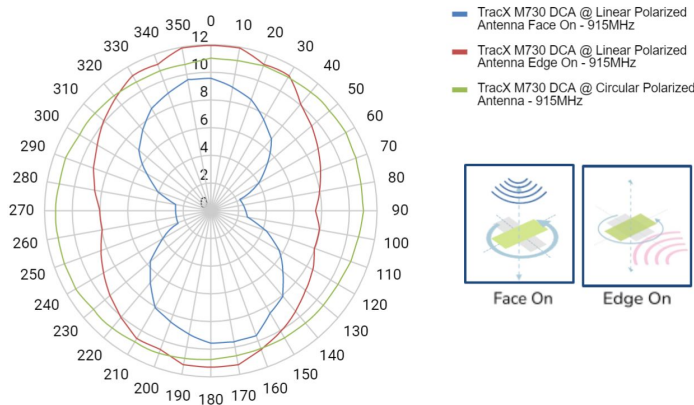
All Performance graphs remain the same using M781 IC.

## Read range



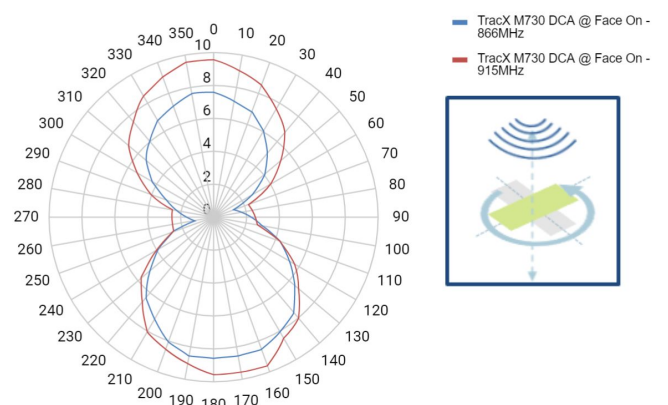
## Orientation sensitivity

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

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Connect with us on:



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**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](http://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.