

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

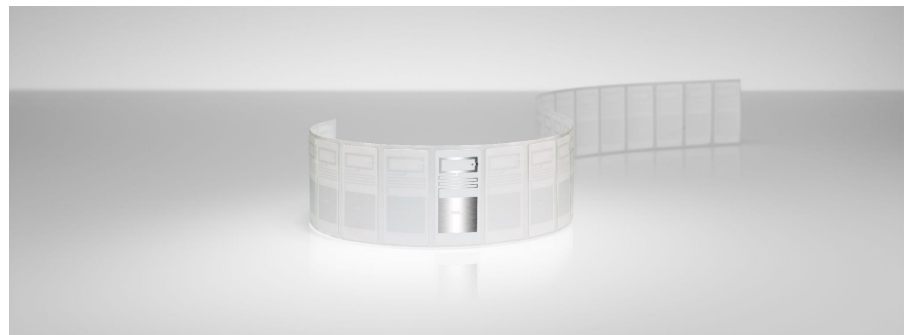
On-Metal Asset Tracking
Metal and Liquids
Supply Chain Management

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.

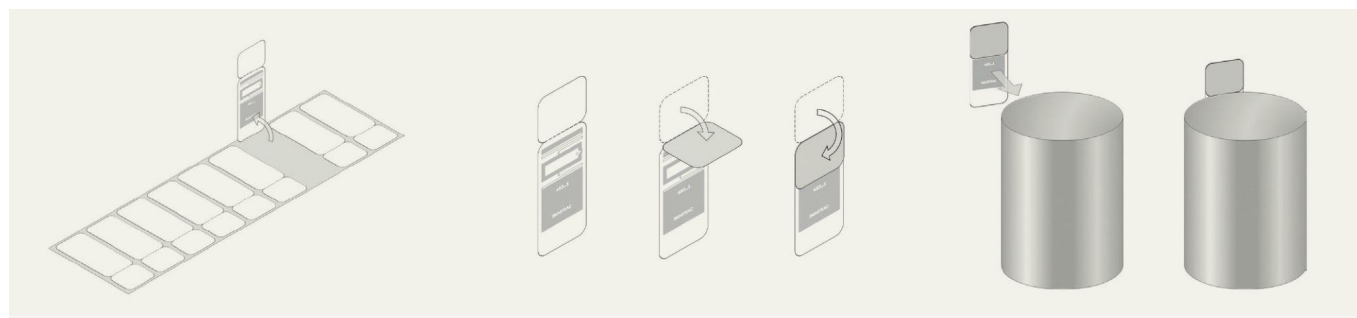
AD Midas Flagtag[®] M780 is equipped with Impinj M780 IC and offer 496-bit EPC, 128-bit user memory and 96-bit of serialized TID with a 48-bit serial number and are 100% performance tested. The inlays are available in wet delivery formats.

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.

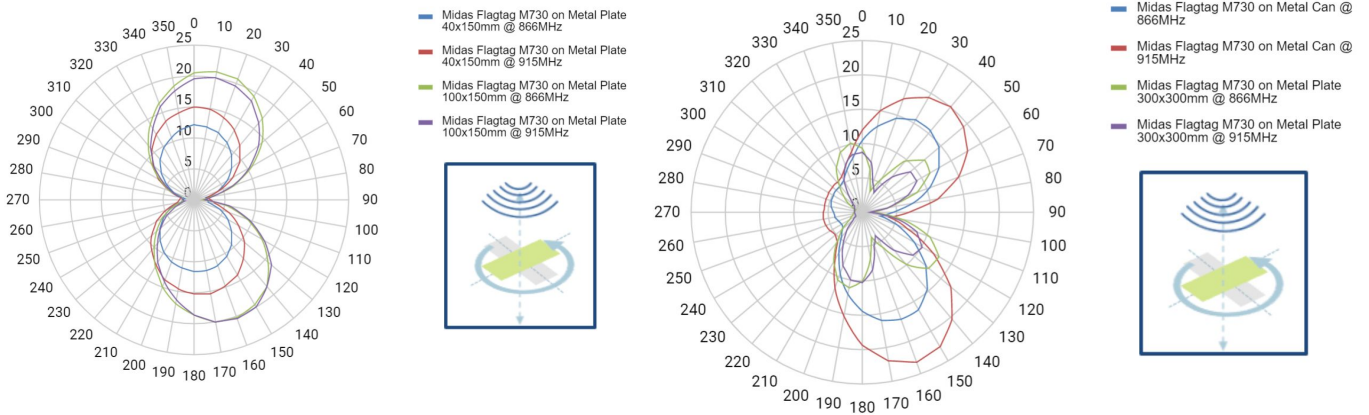
2. Fold the white rectangle part along the perforation line to cover the transponder.

3. Apply the tag with the visible transponder area onto the metallic object and allow the folded flag to stick out.

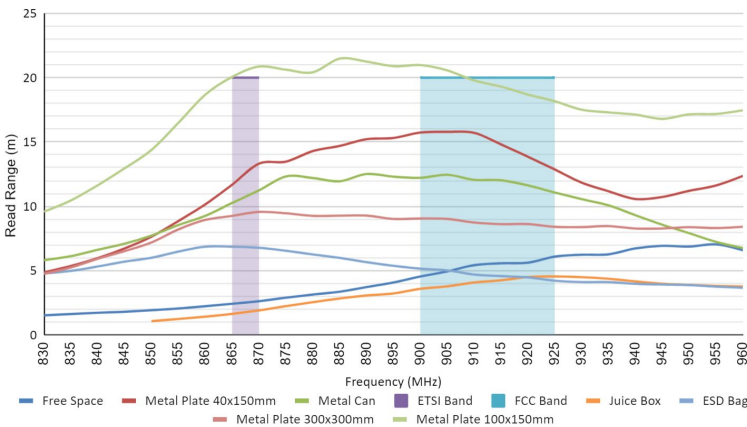
For inlays with a fold please follow steps 1-3, for inlay without a fold please follow only step 3.

All performance remind the same using M780 IC.

Orientation sensitivity



Read range



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

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.

