

AD 2Metal Rock M781

Overview

Frequency Band

UHF 860 - 960 MHz

Chip Attachment Technology

Direct Chip Attach

Chip

Impinj M781

Antenna Dimensions

95 x 40 mm / 3.74 x 1.6 in

International Standard

ISO 18000-63, EPC Class 1 Gen 2

Industry Segments

Industrial Applications
Automotive
Logistics

Applications

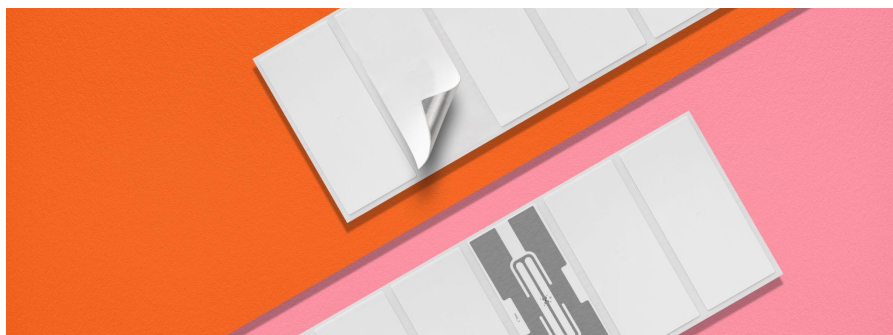
On-Metal Asset Tracking

RoHS

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

REACH

Regulation (EC) No. 1907/2006



Thin and flexible on-metal UHF tag for global use

AD 2Metal Rock M781 is a global performing tag designed for tagging metal, liquid and difficult-to-tag non-metal objects. The thin, soft and flexible tag structure ideally suits for curved (convex and concave) and flat surfaces. The AD 2Metal Rock M781 is optimal for tagging metal objects in automotive and logistics applications as well as tagging Returnable Transport Items (RTI) such as ESD boxes and metal crates.

This printable, AD 2Metal Rock M781 is delivered on reels and the thin form factor enables easy printing and encoding with RFID printers suited for on-metal tags. It delivers excellent performance on metal surfaces with a read-range of up to 4-5 meters.

The product is delivered in label format as a single-row at 500-unit reel with reliable and aggressive adhesion for demanding surfaces and harsh environments. A clean gap between the tags makes it user-friendly, suitable for automated applicators, and minimizes waste at the point of use.

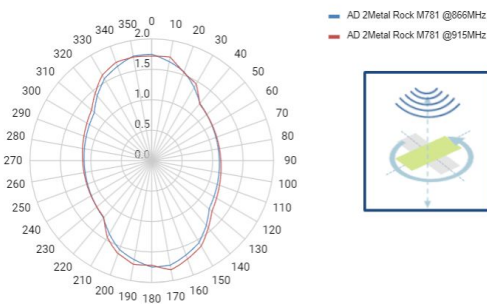
Avery Dennison inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, enhancing RFID usage for difficult surroundings and surfaces.

Technical features

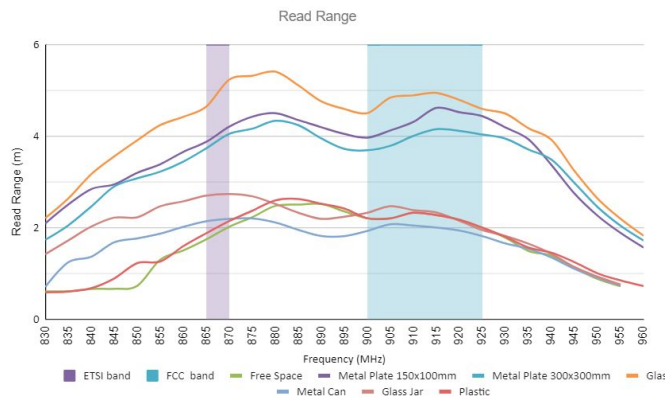
Chip	Impinj M781	
Chip attachment technology	Direct chip attach (DCA)	
EPC and User Memory	128-bit and 512-bit	
TID Memory	96-bit / 48-bit unique serial number	
Product Code*	3009415 / IL-609254	3009417 / IL-609255
Delivery Format	Label	Label
Die-Cut Dimension	98 x 43 mm / 3.86 x 1.69 in	98 x 43 mm / 3.86 x 1.69 in
Inlay Substance	PET	PET
Face Sheet	White PET 50	White PET 50
Total Thickness	640 µm	670 µm
Standard Pitch	47 mm / 1.850 in	47 mm / 1.850 in
Web Width	102 mm / 4 in	102 mm / 4 in
Core Size	152 mm / 6 in	152 mm / 6 in
Quantity / Reel	500 pcs/reel 1.000 pcs/box	500 pcs/reel 1.000 pcs/box
Operating Temperature	-40 °C to 85 °C / -40 °F to 185 °F	

*Other product codes available upon request.

Orientation sensitivity



Read range



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.

