

# Bullseye™ NFC

## Overview

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**Frequency Band**  
NFC 13.56 MHz

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**Chip**  
NXP NTAG216  
NXP NTAG213

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**Antenna Dimensions**  
35 mm / 1.378 in

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**International Standard**  
ISO 14443A

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**Industry Segments**  
Electronics and Gaming  
Apparel  
Beauty and Personal Care

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**Applications**  
NFC  
Gaming and Toys  
Electronics

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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



## Reliable allrounder with market leading performance

Our Bullseye™ NFC inlays and tags with the NXP NTAG chip family offer a broad selection of inlays with high reliability and market-leading performance. Unique ID (UID) mirror functionality suits high-volume product authentication and marketing applications.

The UID mirror functionality enables the IC's serial number to be mirrored as part of its encoded URL address. This feature enables every tag to be seen and read as unique from the application perspective, without requiring users to encode tags with variable numbers.

Bullseye™ NFC inlays and tags equipped with different NXP NTAG ICs with different memory sizes provide a high-performance, cost-effective solution for product authentication, magazine ads, smart posters, postcards and other high-volume applications.

Our inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management. This ensures a reliable and state-of-the-art product that meets a variety of application needs, where high performance is a critical parameter.

## Technical features

Chip	NXP NTAG216	NXP NTAG213
User Memory	888 bytes	144 bytes
Product Code	3002649	3002646
Delivery Format	Wet inlay	Wet inlay
Die-cut Dimension	38 mm / 1.496 in	38 mm / 1.496 in
Inlay Substrate	PET	PET
Face Sheet	Clear PET	Clear PET
Total Thickness	136 µm	136 µm
Standard Pitch	42 mm / 1.654 in	42 mm / 1.654 in
Web Width	41 mm / 1.6 in	41 mm / 1.6 in
Core Size	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	4000 pcs/reel 16000 pcs/box	4000 pcs/reel 16000 pcs/box
Operating Temperature	-25 °C to 70 °C / -13 °F to 158 °F	

### Contact information

[rfid.averydennison.com/contact](http://rfid.averydennison.com/contact)

North America: +1-866-903-7343 (toll free US)

International: +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](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.

