



## BULLSEYE

Reliable Allrounder With Market Leading Performance

SMARTRAC BULLSEYE 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 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, post-cards and other high-volume applications.

SMARTRAC's 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.

### Overview

**Operating Frequency**  
13.56 MHz

**Integrated Circuit (IC)**  
NXP NTAG210, 213 & 216

**Antenna & Die-cut Size**  
Ø 35 mm / 1.38"  
Ø 38 mm / 1.50"

### International Standards

- ▶ ISO 14443 A
- ▶ NFC Forum

### Application Areas

- ▶ Electronics & Gaming
- ▶ Media & Document Management
- ▶ Product Authentication
- ▶ Retail

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Technical Features			
IC + Memory	Size	Format	Sales Code
NXP NTAG210 48 bytes	Ø 38 mm / 1.50 in	wet	3002530
NXP NTAG213 1152 bit / 144 byte	Ø 35 mm / 1.38 in Ø 38 mm / 1.50 in	dry wet	3006162 3002646
NXP NTAG216 888 bytes	Ø 38 mm / 1.50 in	wet	3002649
Operating Temperature	-25°C to 70°C / -13°F to 158°F		
Bending Diameter (D)	> 50 mm, tension max. 10 N		
Adhesive	Acrylic, water borne adhesive; usage temperature: min. -20°C to 80°C / min. -4°F to 176°F		
Shelf Life	+20 °C, 50 % RH / 68 °F, 50 % RH - minimum 2 years from the date of manufacturing		

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