

# Midas+ NFC

## Overview

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**Frequency Band**  
NFC 13.56 MHz

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**Chip**  
NXP NTAG213  
NXP NTAG210 Micro

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**Antenna Dimensions**  
11.5 x 19 mm / 0.45 x 0.75 in

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**International Standard**  
ISO 14443A

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**Industry Segments**  
Electronics and Gaming  
Apparel

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**Applications**  
NFC  
Gaming and Toys  
Electronics

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**RoHs**  
EU Directive 2011/65/EU and  
2015/863 Compliant

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**REACH**  
Regulation (EC) No 1907/2006

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## Excellent performance and small size

Our Midas+ NFC inlay is designed for products with space restrictions. Due to its small footprint, Midas+ NFC is well suited for electronics and gaming applications or smart advertising media, where inlays are embedded within limited spaces.

Our Midas+ NFC with a slightly bigger antenna design is based on an aluminum antenna, offers high reliability, improved performance and is equipped with NXP's NTAG210 Micro or NTAG213 chips. Midas+ NFC with the NTAG210 Micro chip is a cost-efficient alternative where small size with 48 bytes of user memory is required, meeting the applications such as media advertising or collectable playing cards.

If a small form factor with large user memory is needed, then Midas+ NFC with NXP's NTAG213 chip is a proven product of choice. It offers 144 bytes of user memory, and comes with unique ID (UID) mirror functionality, which enables the chip serial number to be mirrored as part of its encoded URL address. This feature allows every tag to be seen and read as unique from the application perspective, without requiring users to encode inlays with different numbers.

Midas+ NFC products are based on the ISO 14443 A standard, and are compatible with NFC Forum standards. 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.

## Technical features

Chip	NXP NTAG213	NXP NTAG210 Micro
User Memory	144 bytes	48 bytes
Product Code	3006628	3006633
Delivery Format	Wet inlay	
Die-cut Dimension	13.5 mm x 21 mm / 0.53 x 0.82 in	
Inlay Substrate	PET	
Face Sheet	Clear PET	
Standard Pitch	26 mm / 1.024 in	
Web Width	24 mm / 1 in	
Core Size	76 mm / 3 in	
Quantity / Reel	5000 pcs/reel 20000 pcs/box	
Operating Temperature	-25 °C to 70 °C / -13 °F to 158 °F	

### Contact information

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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.