



BULLSEYE™

Adaptable and Highly Reliable NFC Tag with Market-Leading Performance

SMARTRAC BULLSEYE™ inlays and tags featuring the Sony FeliCa Lite-S chip offer high reliability and market-leading performance.

The BULLSEYE with Sony FeliCa Lite-S chip provides 224 bytes of user memory, an enhanced security feature that enables mutual authentication by message authentication code (MAC), and has anti-tearing transaction functionality to prevent incomplete data update. The tag is compatible with the existing Sony FeliCa Lite-S infrastructure, delivers high-speed data rates of up to 212kbps/424kbps (Auto Switching Supported), and is NDEF pre-formatted.

BULLSEYE products provide a high-performance, cost-effective solution in many application areas such as electronic pairing, gaming, smart posters, loyalty and product authentication. The inlay complies with both NFC Forum Type 3 Tag and ISO/IEC18092 standards, and is a halogen-free product.

Overview

Operating Frequency
13.56 MHz

Operating Temperature
-25°C to 85°C /
-13°F to 185°F

Integrated Circuit (IC)
Sony FeliCa Lite-S

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

International Standards

- ▶ NFC Forum Type 3
- ▶ ISO 18092

Application Areas

- ▶ Electronics Pairing
- ▶ Games & Toys
- ▶ Loyalty Apps
- ▶ Media & Ads
- ▶ Product Authentication
- ▶ ...and many more.

BULLSEYE™

Adaptable and Highly Reliable NFC Tag with Market-Leading Performance

Technical Features			
IC + Memory Sony FeliCa Lite-S 224 bytes	Size Ø 38 mm / 1.50"	Format Wet	Sales Code 3003103
Web Width	41 mm / 1.61"		
Operating Temperature	-25 °C to 85 °C / -13 °F to 185 °F		
Bending Diameter (D)	> 50 mm, tension less than 10 N		
Adhesive	Solvent-free premanent adhesive		
Qty/Reel	4000 pcs per reel		
Core Size	76 mm / 3 in		
Shelf Life	+20 °C, 50 % RH / 68 °F, 50 % RH - minimum 2 years from the date of manufacturing		

SMARTRAC N.V. · Strawinskylaan 851 · 1077 XX Amsterdam · The Netherlands

Phone: +31 20 30 50 150 · Fax: +31 20 30 50 155

Contact: Sales & Customer Service

www.smartrac-group.com/contact



© 2018 SMARTRAC N.V.

All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use.

