



CIRCUS™ FLEX

Robust and Flexible Structure for Enhanced User Experiences

SMARTRAC CIRCUS™ FLEX tags have been specifically designed with an enhanced environmental resistance for demanding brand and retail applications. The innovative CIRCUS FLEX product paves the way to whole new customer experience solutions featuring higher customer engagement and loyalty opportunities for brands and retailers. CIRCUS FLEX adds digital value to products, and bridge offline products to the digital world based on SMARTRAC's Smart Cosmos solutions.

CIRCUS FLEX is a small, robust and cost-effective tag. Its flexible structure allows it to be directly embedded into difficult to tag items, like playing balls, jerseys, jackets or footwear. A specialized glob top protects the IC and antenna connection area that makes CIRCUS FLEX a highly protected flexible tag. It withstands home washing and drying cycles as well as mechanical stress, temperature cycles and impact stress.

The tag comes with the NXP NTAG 213 IC on board, provides superior performance and offering (UID) mirror functionality. CIRCUS FLEX tag is ideal wherever small size, robustness as well as flexibility with top performance is essential. Item-level product authentication, brand protection and many other application areas benefit from CIRCUS FLEX. It turns products into digital content hubs at the tap of a smartphone.

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 NTAG 213

Antenna & Die-cut Size

AI: \varnothing 20 mm / 0.79 in

\varnothing 22 mm / 0.87 in

International Standards

- ▶ ISO 14 443 A
- ▶ NFC Forum Type 2

Application Areas

- ▶ Retail
- ▶ Brand Protection
- ▶ Customer Experiences
- ▶ Product Authentication

Benefits

- ▶ Flexible structure
- ▶ Enhanced environmental resistance
- ▶ Good for wash & wear applications

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Technical Features	Circus (Aluminium Antenna)			
IC + Memory	Size	Format	Inlay Thickness	Sales Code
NXP NTAG213	ø 20 mm / 0.79 in	Dry	305 µm	3006453
144 bytes user memory	ø 22 mm / 0.87 in	Wet	325 µm	3006454
Web Width	30 mm / 1.18 in			
Operating Temperature	-25°C to 70°C / -13°F to 158°F			
Bending Diameter (D)	> 50 mm, tension less than 10 N			
Adhesive	Dry format - singulated on sticky PET liner Wet format - acrylic, solvent-free permanent adhesive			
Qty/Reel	2.000 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			

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