



MIDAS+

Excellent Performance and Small Size

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

SMARTRAC's Midas+ 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+ 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. It comes without additional features like UID mirror, password protection or fast read command, but provides programmable originality signature.

If a small form factor with large user memory is needed, then MIDAS+ 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+ products are based on the ISO 14443 A standard, and are compatible with NFC Forum standards. 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.

Overview

Operating Frequency
13.56 MHz

Operating Temperature
-25°C to 70°C /
-13°F to 158°F

Integrated Circuit (IC)
NXP NTAG210 Micro &
NXP NTAG213

Antenna & Die-cut Size
11,5 × 19 mm / 0.45 × 0.75"
13,5 × 21 mm / 0.53 × 0.83"

International Standards

- ▶ ISO 14 443 A
- ▶ NFC Forum

Application Areas

- ▶ Electronics & gaming
- ▶ Media & document Management
- ▶ Product authentication
- ▶ Retail

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Technical Features			
IC + Memory NXP NTAG210 Micro 48 bytes	Size 13,5 × 21 mm / 0.53 × 0.83 in	Format wet	Sales Code (SC) 3006633
NXP NTAG213 144 byte	13,5 × 21 mm / 0.53 × 0.83 in	wet	3006628
Operating Temperature	-25°C to 70°C / -13°F to 158°F		
Bending Diameter (D)	> 50 mm, tension less than 10 N		
Adhesive	Acrylic, water borne adhesive		
Shelf Life	+20 °C, 50 % RH / 68 °F, 50 % RH - minimum 2 years from the date of manufacturing		

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