



## CIRCUS™ DURA

### Robust Structure for Enhanced User Experiences

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

CIRCUS DURA is a small, robust and cost-effective tag. By using its special reinforced structure compared to standard inlays it can withstand higher environmental stresses. When embedded into garments, CIRCUS DURA can survive multiple domestic washing and drying cycles, making it ideal for wash-and-wear applications within the clothing and footwear industries, among others. The tag comes with the NXP NTAG 213 IC on board, offering superior performance and compatibility with smartphones, plus best-in-class performance for item-level product authentication, brand protection and other potential applications. CIRCUS DURA tags are ideal wherever small size, durability and top performance are essential.

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

- ▶ Robust structure
- ▶ Enhanced resistance against harsh environments
- ▶ Excellent for wash & wear applications (excl. laundry)

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Technical Features	Circus (Aluminium Antenna)			
<b>IC + Memory</b> NXP NTAG213 144 bytes user memory	<b>Size</b> ø 20 mm / 0.79 in ø 22 mm / 0.87 in	<b>Format</b> Dry Wet	<b>Inlay Thickness</b> 505 µm 525 µm	<b>Sales Code</b> 3006452 3006451
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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