



SMARTRAC Extends Portfolio with new RFID Inlays based on Monza R6 Chip

AMSTERDAM, THE NETHERLANDS, July 22, 2015 /EINPresswire.com/ -- SMARTRAC has broadened its range of RFID inlays and tags based on the high-performance Impinj Monza R6 chip. By launching its new DogBone and ShortDipole inlays and tags, the RFID industry pacesetter can offer even more compelling solutions for applications such as apparel, brand protection, industrial automation, sports timing and supply-chain management.

With the new DogBone and ShortDipole inlays and tags now complementing the existing Belt and MiniWeb products, SMARTRAC has extended its leading market position and also delivered its promise to be the first to market with a full range of Impinj Monza® R6 tag chip products.

The Impinj Monza R6 chip design offers game-changing features like AutoTune technology for automatic environmental detuning compensation; Enduro technology for better consistency of tag performance; and Integra technology for unmatched data integrity and reliability for the RFID system.

DogBone inlays and tags are designed for global supply chain, industrial, Reusable Transport Items (RTIs) and sports timing applications, and offer excellent performance in demanding environments and on different, difficult-to-tag materials. They are size-optimized for 10 cm / 4 inch wide converted labels, and available in dry, wet and paper tag delivery formats.

ShortDipole inlays and tags are designed for global retail, industry and supply chain applications and offer excellent performance in response to a wide range of requirements, including their use on lower detuning materials like cardboard, plastics, corrugated boxes and RTIs. They feature a size-optimized 10 cm / 4 inch form factor, suitable for a wide variety of supply-chain labels, and are also available in dry, wet and paper tag delivery formats.

In accordance with the specifications of Impinj's Monza R6 chip, DogBone and ShortDipole inlays and tags are available in operating frequencies from 860 MHz to 960 MHz, and comply with the EPC Class 1 Gen 2 and ISO 18000-6C international standards.

"With the current extension of our product line, we offer the industry's widest array of inlays and tags based on the Monza R6 chip. Available in many different form factors and configurations, our DogBone, ShortDipole, Belt and MiniWeb products make the chip's benefits best available to numerous applications, and underpin our position as the undisputed RFID leader," says Peter Walendy, Senior Vice President, Segment Industry at SMARTRAC.

About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D,

production and sales network, SMARTRAC's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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