

UPM RFID Introduces New RFID NFC Tags Covering a Host of Applications

UPM RFID is launching an extensive selection of RFID NFC tags and inlays to meet the needs of a variety of applications. UPM RFID's latest NFC products are top performers designed to satisfy the growing demands of NFC application developers looking for readily accessible tags.

UPM RFID has released several NFC tag products over the years supporting the latest ICs, and has built a solid reputation globally as a supplier of high-quality, high-volume NFC tags. UPM RFID's "All-Star" NFC products have been UPM BullsEye, UPM RaceTrack and UPM MiniTrack. Today, smaller products like the round UPM Circus and UPM MiniBlock (15 x 15 mm) are attracting keen interest in new areas requiring a reduced tag footprint – like advertising and loyalty card applications.

UPM RFID is working with leading NFC smartphone manufacturers to ensure the interoperability of products in various end-uses. As tag functionality and performance are defined in cooperation with device manufacturers, UPM RFID will have greater opportunities to utilize market feedback to match high-quality NFC products to market needs.

NFC application developers and NFC smartphone users are looking for tags with good availability and ease of access. UPM RFID is committed to guaranteeing this supply, and is building a global network of companies to meet market demand driven by a rapidly growing number of NFC smartphone users.

UPM BullsEye, NFC

Antenna size Ø 35 mm / 1.4"

Excellent inlay for all NFC applications

Powered by NXP Mifare ICs (UL, ULC and 1k Classic)

High reliability with stable performance for tokens, NFC stickers and smart posters

Top performer with ideal size-performance ratio for NFC smartphones

UPM RaceTrack, NFC

Antenna size 45 x 76 mm / 1.8 x 3.0"

Excellent solution for mass transit, access control, and event ticketing such as VIP badges for concerts and sports

Powered by NXP Mifare ICs (UL, ULC and 1k Classic)

High-reliability material for paper tickets & pre-laminated plastic cards

UPM MiniTrack, NFC

Antenna size 14 x 31 mm / 0.6 x 1.2"

Small, high-performance product for item-level pharmaceutical, brand

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protection and ticketing applications

Powered by NXP Mifare ICs (UL, ULC and 1k Classic)

Versatile antenna form factor with best in class performance

Suitable for small item-level packages, wristbands, loyalty tokens and other demanding applications

UPM Circus, NFC

Antenna size Ø 23 mm / 0.9"

New, small, high-performance product

Powered by NXP Mifare ICs (UL and ULC)

Round design provides suitability for smart stickers, brand protection, advertisement and loyalty applications and embedding into products

UPM MiniBlock, NFC

Antenna size 15 x 15 mm / 0.6 x 0.6"

New, tiny tag for brand protection, advertisement and loyalty tokens and for embedding into products like electronics accessories

Powered by NXP (UL and 1k Classic)

The UPM BullsEye, UPM RaceTrack and UPM MiniTrack NFC products are currently available via UPM RFID's converting and distribution partners worldwide. UPM Circus and UPM MiniBlock are now available for sampling.

"We can now proudly say 'there's a tag for that ad'. UPM RFID is presenting the broadest NFC media umbrella for a range of NFC applications. With this setup, we're able to cover all NFC applications from touch ads to product authentication solutions," says Mikko Nikkanen, Business Development Director.

Further information is available at www.upmrfid.com [1].

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<http://www.ecnmag.com/news/2011/07/upm-rfid-introduces-new-rfid-nfc-tags-covering-host-applications>

Links:

[1] <http://www.upmrfid.com>