

# AD Dogbone® M780

## Overview

**Frequency Band**

UHF 860 - 960 MHz

**Chip Attachment Technology**

Direct Chip Attach

**Chip**

Impinj M780

**Antenna Dimensions**

94 x 24 mm / 3.70 x 0.95 in

**International Standard**

ISO 18000-63 EPC class 1 Gen 2

**Industry Segments**

Automotive

Logistics

Sports and Events

**Applications**

Inventory and Logistics

Sports Timing

Supply Chain Management

**RoHS**

EU Directive 2011/65/EC and

Directive (EU) 2015/863

**REACH**

Regulation (EC) No. 1907/2006



## Excellent global performance on difficult-to-tag materials

AD Dogbone® M780 inlays are designed for global supply chain, industrial, RTI, and sports timing applications. They excel through superior performance in demanding environments and on difficult-to-tag materials, due to their good tolerance against the detuning effect of high dielectric materials.

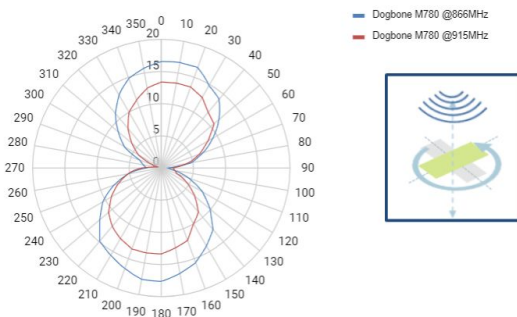
The product is equipped with the M780 IC from Impinj. The IC comes with 496-bit EPC memory and 128-bit User memory, and offers an enhanced “autotune” adaptive RF tuning feature. In addition, the IC has an improved read and write sensitivity, enabling faster and more accurate bulk reading compared to Impinj Monza 4. The M780 IC is compatible with the global GS1 UHF Gen2v2 standard and has a privacy mode that enables loss prevention and protects consumer privacy. Dogbone® M780 inlays have a size of 97 x 27 mm, which is optimized for 100 mm / 3.94 inch wide converted labels, and are available in dry, wet, and paper tag delivery formats.

Like all RFID products, AD Dogbone® M780 inlays are manufactured according to the industry's highest quality standards, as confirmed by the RFID Lab at Auburn University.

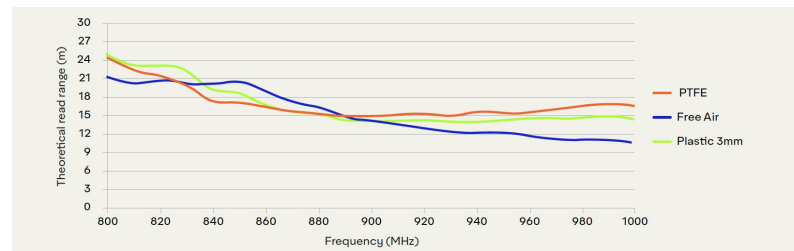
## Technical features

|                               |                                      |
|-------------------------------|--------------------------------------|
| Chip                          | Impinj M780                          |
| Chip attachment technology    | Direct chip attach (DCA)             |
| EPC and User Memory           | 496-bit and 128-bit                  |
| TID Memory                    | 96-bit / 48-bit unique serial number |
| Product Code                  | 3009040 / IL-604777                  |
| Delivery Format               | Label                                |
| Die-Cut Dimension             | 97 x 27 mm / 3.82 x 1.06 in          |
| Inlay Substrate               | PET                                  |
| Face Sheet                    | Opaque Matt Paper 79                 |
| Inlay Liner Material Standard | Silicon liner                        |
| Pitch                         | 30 mm / 1.18 in                      |
| Web Width                     | 100 mm / 3.94 in                     |
| Core Size                     | 76 mm / 3 in                         |
| Quantity / Reel               | 3,000 pcs/reel<br>6,000 pcs/box      |
| Operating Temperature         | - 40 °C to 85 °C / -40 °F to 185 °F  |

## Orientation sensitivity



## Theoretical read range in Class 1 materials



## Theoretical read range in Class 2 materials

