

# AD TracX M730

## Overview

**Frequency Band**

UHF 860 - 960 MHz

**Chip Attachment Technology**

Direct Chip Attach

**Chip**

Impinj M730

**Antenna Dimensions**

50 x 50 mm / 1.97 x 1.97 in

**International Standard**

ISO 18000-63, EPC Class 1 Gen 2

**Industry Segments**Logistics  
Automotive**Applications**Asset Tracking  
Package Tracking  
Postal**RoHS**EU Directive 2011/65/EC and  
Directive (EU) 2015/863**REACH**

Regulation (EC) No. 1907/2006



## Cutting-edge product for supply chain applications

AD TracX M730 is a new UHF product with an innovative design optimized for logistics and supply chain management applications.

Taking advantage of a unique antenna design, AD TracX M730 offers a small and cost-efficient form factor providing full orientation sensitivity. In addition, the product has an excellent global read range on light dielectric materials, providing consistent performance even on challenging materials.

High performance AD TracX inlays deliver excellent read range and are compatible with the Impinj M700 series.

AD TracX M730 tags and inlays are produced using leading-edge inlay assembly technologies. Monitoring every step in the production process, from the antenna to the final assembly of the inlay, guarantees optimal quality products.

Our inlays and tags are compliant with ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management, which ensure a reliable and state-of-the-art product that meets a variety of application needs, especially in the retail environment.

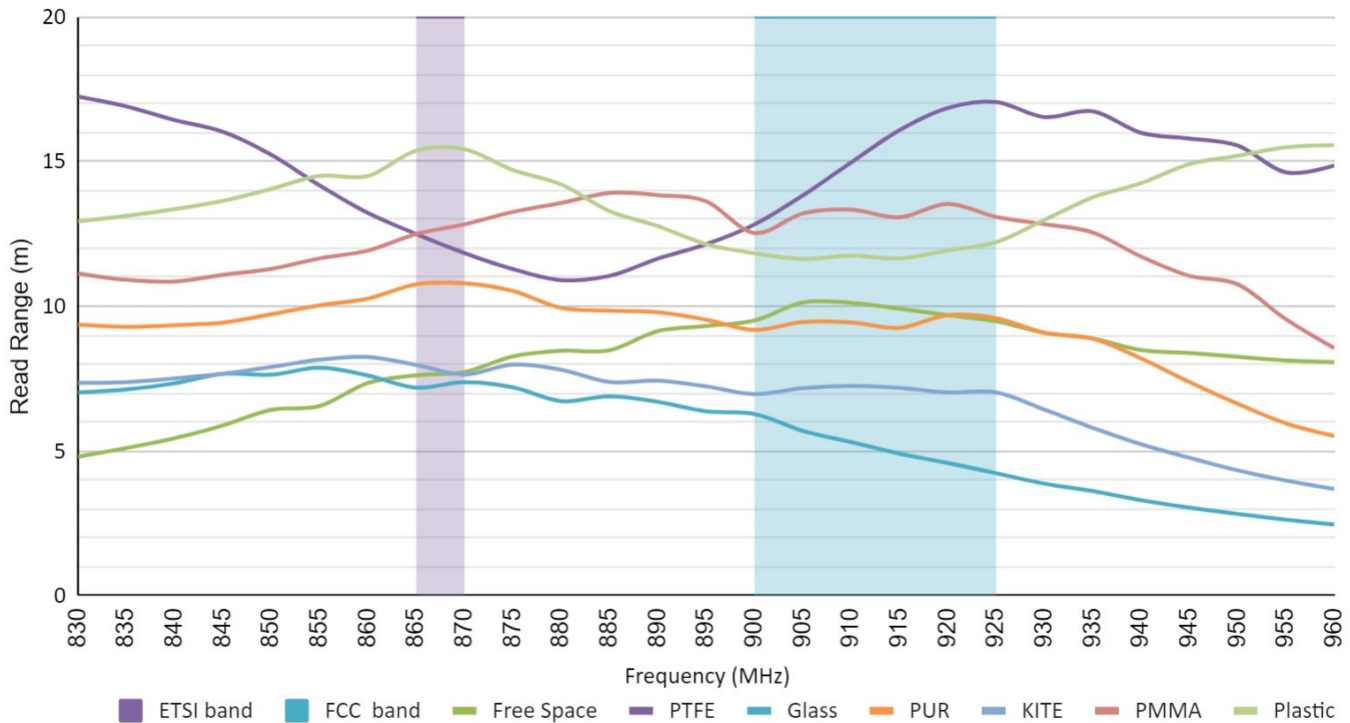
## Technical features

Chip	Impinj M730	
Chip Attachment Technology	Direct Chip Attach	
EPC and User Memory	128-bit / 0-bit	
TID Memory	96-bit / 48-bit unique serial number	
Product Code*	3008614 / IL-604467	3008616 / IL-604468
Delivery Format	Dry inlay +	Wet inlay +
Die-Cut Dimension	–	53 x 53 mm / 2 x 2 in
Inlay Substrate	PET	PET
Face Sheet	Clear PET	Clear PET
Standard Pitch	60 mm / 2.36 in	60 mm / 2.36 in
Web Width	60 mm / 2.36 in	60 mm / 2.36 in
Core Size	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	5,000 pcs/reel 5,000 pcs/box	5,000 pcs/reel 5,000 pcs/boxl
Operating Temperature	-40°C to 85°C / -40°F to 185°F	

\*Other product codes available upon request.

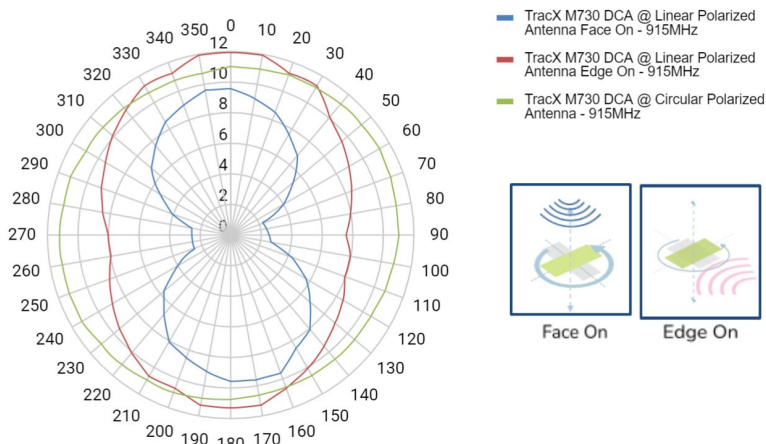
## Performance Graphs

### Read range



### Orientation sensitivity

Linear polarized reader antenna vs Circular polarized



### Orientation sensitivity

FCC vs ETSI using linear polarized reader antenna

