



## MIDAS

### Ideal NFC Performance for Small Products

SMARTRAC MIDAS inlays & tags are designed for products with space restrictions. Due to its small footprint, MIDAS is well suited for applications where inlays are embedded within limited spaces. It is the perfect thin inlay for embedding into housing such as electronics pairing, NFC-Bluetooth pairing, brand authentication, toy figures, and key fobs.

MIDAS designed as copper antenna is available with the NXP NTAG213 chip and comes with the unique ID (UID) mirror functionality, which enables the chip serial number to be mirrored as part of its encoded URL address. This feature allows every tag to be seen and read as unique from the application perspective, without requiring users to encode inlays with different numbers.

MIDAS products are based on the ISO 14443 A standard, and are compatible with NFC Forum standards. 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.

#### Overview

**Operating Frequency**  
13.56 MHz

**Integrated Circuit (IC)**  
NXP NTAG213

**Antenna & Die-cut Size**  
10 × 17 mm / 0.39 × 0.67"  
12 × 19 mm / 0.47 × 0.75"

#### International Standards

- ▶ ISO 14443 A
- ▶ NFC Forum

#### Application Areas

- ▶ Electronics & Gaming
- ▶ Product authentication

## MIDAS

Ideal NFC Performance for Small Products

Technical Features			
<b>IC + Memory</b> NXP INTAG213 144 byte	<b>Size</b>	<b>Format</b>	<b>Sales Code</b>
	10 × 17 mm / 0.39 × 0.67 in 12 × 19 mm / 0.47 × 0.75 in	dry wet	3003265 3002647
Operating Temperature	-25°C to 70°C / -13°F to 158°F		
Bedding Diameter (D)	> 50 mm, tension less than 10 N		
Adhesive	Acrylic, water borne adhesive, usage temperature: min. -20°C to 80°C / min. -4°F to 176°F		
Shelf Life	+20 °C, 50 % RH / 68 °F, 50 % RH - minimum 2 years from the date of manufacturing		

SMARTRAC N.V. · Strawinskylaan 851 · 1077 XX Amsterdam · The Netherlands

Phone: +31 20 30 50 150 · Fax: +31 20 30 50 155

Contact: Sales & Customer Service

[www.smartrac-group.com/contact](http://www.smartrac-group.com/contact)



© 2018 SMARTRAC N.V.

All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use.

