



PRESS RELEASE

SMARTRAC and Atmel Collaborate in Animal ID Applications

SMARTRAC teams up with Atmel leveraging SMART GLASS TAGs and Atmel's RFID ATA5575M2 to deliver High-Performance RFID Identification Capability

Amsterdam, The Netherlands / San Jose, CA, USA / 10 November, 2014 - [SMARTRAC](#), the leading RFID technology company and [Atmel® Corporation](#) (NASDAQ: ATML), a leader in microcontroller (MCU) and touch technology solutions, announced today their cooperation to market low-frequency (LF) transponders and inlays for animal identification globally.

The Atmel ATA5575M2 RFID IC supports [ISO11784 and ISO11785 standards](#), using the [FDX-A and FDX-B](#) formats for animal identification. It is the only RFID solution available that supports FDX-A, the animal identification standard using full duplex 125 KHz technology with FSK modulation. SMARTRAC selected the Atmel ATA5575 because it supports both aforementioned technologies in a single, flexible integrated device.

“We are excited to work with Atmel as we are impressed with the performance of Atmel’s solutions,” said Markus Spreng, Managing Director at SMARTRAC. “Our cooperation with Atmel is focused on their combined FDX-A and FDX-B capabilities, excellent read range and state-of-the-art local application support across all sales regions. With Atmel’s RFID chips and our fully automated [glass tag](#) manufacturing capabilities, customers can fully rely on RFID solutions with superior quality and performance to ensure one’s pet, for instance, will be easily identifiable.”

SMARTRAC’s LF transponders and inlays operate between 125 KHz and 134.2 KHz, offering high resistance against external interference and delivering excellent performance, even in the most rugged environments.

“Atmel’s collaboration with SMARTRAC will give consumers the confidence that their RFID solutions are high performing, meet industry ISO standards and can support the various modes



required for Animal Identification but also for many other different applications,” said Roland Schropp, Senior Marketing Manager RFID at Atmel Corporation. “We look forward to supporting SMARTRAC with integrated semiconductor technology solutions for a range of applications and environments.”

More Information about the Atmel ATA5575

The Atmel ATA5575 is a fully programmable read/write (R/W) ASSP (Read/Write Application Specific Standard Product) that implements all important functions for identification systems in the animal tagging, industrial automation and consumer segments. The device allows the contactless reading and writing of data transmitted bi-directionally between a read/write interrogator (reader) and the transponder. The device is offered in several different delivery forms. The most common form is the sawn wafer on foil, but also can be taped in blister package. Additional options include bumped versions which are required for direct bonding technology. The ATA5575 is a passive RFID device and no additional external power supply is necessary. Data is transmitted back to the reader by modulating the amplitude of the RF field giving the ASK and FSK options. Codings schemes implemented are Manchester and Bi-Phase. The on-chip 128-bit user memory EEPROM (16 blocks, 8 bits per block) can be read and written from the interrogator station. An additional 8-bit register is used for the chip configuration and memory locking if desired. The on-chip 330pF LC-tank capacitor is trimmed to +/- 3% which is unique in the market, with no other external component required than the antenna coil.

The ATA5575 RFID IC digital modulation schemes, amplitude-shift keying (ASK) and (FSK) are used in the animal identification according ISO 11784 and ISO11785 as FDX-B formats (ASK) and FDX-A format (FSK) but also in the industrial and consumer segments such as “Q5” access control in FSK.

More Information

Atmel RFID Solutions: <http://www.atmel.com/products/wireless/rfid/default.aspx>

Atmel YouTube Channel: www.atmel.com/youtube

Embedded Design Blog: www.atmelcorporation.wordpress.com

Twitter: www.atmel.com/twitter

LinkedIn: www.atmel.com/linkedin

Facebook: www.atmel.com/facebook



About Atmel:

Atmel Corporation (Nasdaq: ATML) is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel provides the electronics industry with complete system solutions focused on industrial, consumer, communications, computing and automotive markets.

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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, follow us on www.twitter.com/SMARTRAC_NV or [click here](#) to sign up for our quarterly newsletter.

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