# AD Medio Web DF EM4425

## Overview

**Frequency Band**
UHF 860 - 960 MHz / NFC 13.56 MHz

**Chip**
EM4425 V12

**Antenna Dimensions**
45 x 28,5 mm / 1.77 x 1.12 in

**International Standard**
ISO 18000-63, EPC Class 1 Gen 2

**Industry Segments**
Apparel
Industrial Applications

**Applications**
Brand Protection
Supply Chain Management
Logistics

**RoHS**
EU Directive 2011/65/EC and
Directive (EU) 2015/863

**REACH**
Regulation (EC) No 1907/2006



## The dual-frequency advantage in item-level tagging

Our AD Medio Web DF EM4425 inlays and tags are designed for item-level tagging, brand protection, supply chain management, and logistics applications. Based on our successful Web UHF RFID product line, they combine excellent performance with a unique dual-frequency capability, operating in both NFC (HF) and UHF RFID frequency ranges.

AD Medio Web DF EM4425´s dual-frequency capability provides powerful all-in-one solutions for, inter alia, consumer engagement, and product authentication, offering the possibility to manage the distribution channels and fight the black and grey market. The consumer can verify the authenticity of the purchased product, while the retailer can verify the authenticity of the returned product. Moreover, the interaction with the product before, during or after purchase, in-store or at home, offers a consistent consumer experience, regardless of the sales channel.

AD Medio Web DF EM4425 tags have a compact 48 mm / 1.89 inch form factor, which can be easily converted into end-application usage, and is available in paper tag delivery format. AD Medio Web DF EM4425 comes with EM Microelectronic's EM4425 V12 echo-V IC that is equipped with 2048-bits shared user memory. It is accessible via UHF RFID and NFC (HF) frequencies, enabling the use of inexpensive, generally available readers (NFC-enabled smartphones) as supplements to dedicated UHF or HF reader infrastructures.

Avery Dennison 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.
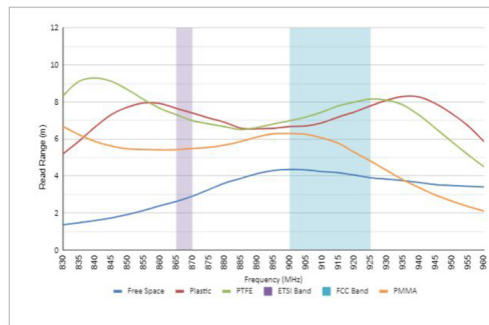

**AVERY DENNISON**

## Technical features

| | |
|---|---|
| **Chip** | EM4425 V12 |
| **EPC and User Memory** | 96-bit / up-to 480-bit / 2048-bit UM |
| **TID Memory** | 96-bit (UHF) / 64-bit (HF) overlapping |
| **Product Code** | 3008891 / IL-604666 |
| **Delivery Format** | Label / sticker |
| **Die-Cut Dimension** | 48 x 31.5 mm / 1.89 x 1.24 in |
| **Inlay Substrate** | PET |
| **Face Sheet** | Mid-gloss paper |
| **Standard Pitch** | 37 mm / 1.45 in |
| **Web Width** | 56 mm / 2.20 in |
| **Core Size** | 76 mm / 3 in |
| **Operating Temperature** | -40 °C to 85 °C <br> -40 °F to 185 °F |

### Read Distance on Free Space
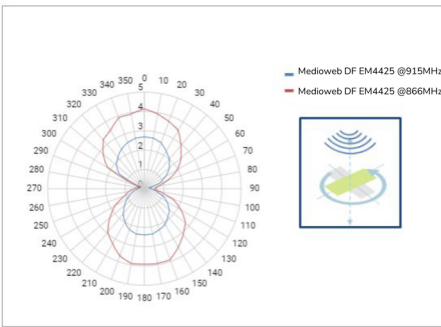


### Read Range



### NFC Read Range
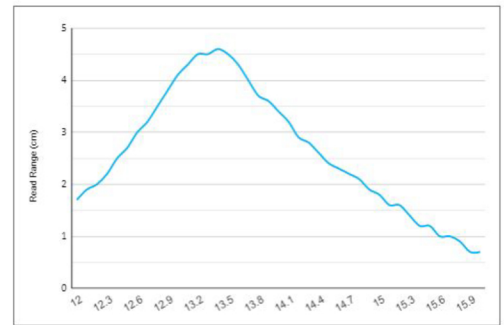


All graphs are indicative: performance in real life applications may vary.

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