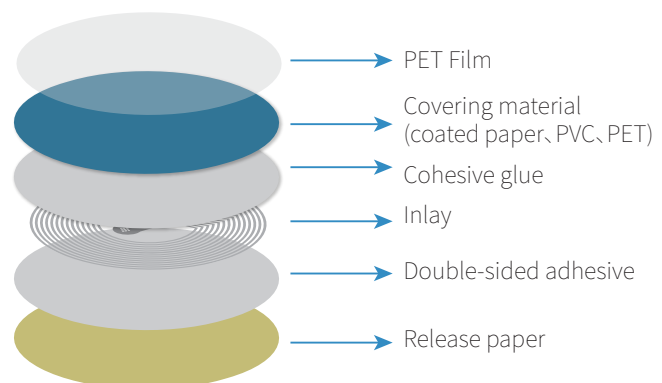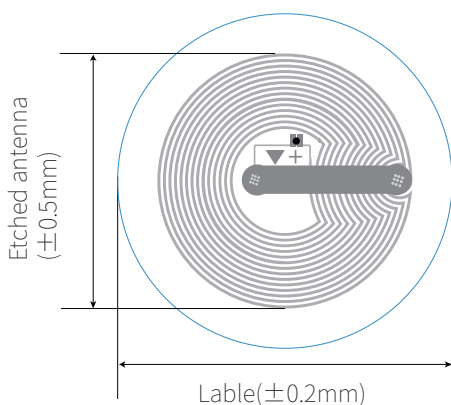# NFC Poster- spec sheet

NFC Smart Poster is a new way of marketing. More and more brands use it to attract more users to participate in their activities, as well as improve the brand image. Estée Lauder and Samsung have already used NFC posters in marketing campaigns several years ago. Moreover, you would always see the NFC poster used for film promotion.

Parameters

Item	NFC Smart Poster	Color	Custom	Working Temperature	-30°C to 200°C
Material	Paper	Size	φ15 mm, φ20 mm, φ 27 mm, φ30 mm φ33 mm, φ 34 mm, Or custom	Data Retention Time	10 years
Chip	NTAG213, Ntag216, TOPAZ512, NTAG215, F08, DESFIRE 2K 4K 8K, etc	Memory	depend on chip	Printing Options	Silk-screen printing, Laser Engraving, CMYK full color, Pantone, etc.
Frequency	13.56 MHz	Reading Distance	1-5cm	Write Endurance	100000 times
Protocol	ISO14443A				

Dimensional Diagram

Etched antenna (±0.5mm)

Lable(±0.2mm)

PET Film

Covering material (coated paper、PVC、PET)

Cohesive glue

Inlay

Double-sided adhesive

Release paper

Feature

- Working on 13.56 MHz frequency
- Can realize the mobile phone interaction
- Easy to use and low cost
- Contactless reading, Security and intelligence
- Various chips, sizes, shapes, colors are available

- Support all NFC-enable cellphone or other NFC devices
- Printable that you can put any pattern on it
- Diverse Crafts are available
- Support for custom service

Available chips

HF 13.56 MHz Chips

Chip Name	Protocol	Capacity	Frequency
Ntag213	ISO14443A	180 byte	13.56 MHz
Ntag215	ISO14443A	540 byte	13.56 MHz
Ntag216	ISO14443A	924 byte	13.56 MHz
MIFARE Classic 1K	ISO14443A	1 KB	13.56 MHz
MIFARE Classic 4K	ISO14443A	4 KB	13.56 MHz
MIFARE Ultralight EV1	ISO14443A	80 byte	13.56 MHz
MIFARE Ultralight C	ISO14443A	192 byte	13.56 MHz
ICODE SLIX	ISO15693	1024 bits	13.56 MHz

APPLICATIONS

- Film promotion
- Market campaign
- Other applications
- Brand publicity
- Intelligent advertising
- Exhibition activities
- Concert promotion