

# AD Web M730

## Overview

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**Frequency Band**

UHF 860 - 960 MHz

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**Chip**

Impinj M730

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**Antenna Dimensions**

50 x 30 mm / 1.97 x 1.18 in

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**International Standard**

ISO/IEC 18000-63, EPC Gen2 V2

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**Industry Segments**

Apparel  
Automotive  
Logistics

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**Applications**

Home Essentials  
Inventory and Logistics  
Supply Chain Management

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**RoHS**

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

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**REACH**

Regulation (EC) No. 1907/2006



## Item-level tags condensed to the max

AD Web M730 inlays and tags are designed for the unique identification of items such as apparel and electronics. They are especially suited to item-level retail, logistics and supply-chain applications.

Avery Dennison's new M700-based inlays are compact and ideally shaped for apparel hang tags providing high read reliability, excellent performance even when stacked in close proximity, and best-in-class orientation sensitivity, with low total applied costs.

AD Web inlays with the Impinj M700 series IC, when used in retail applications, are included on the approved inlay list by the ARC RFID Research Center of the University of Auburn, and comply with categories F, G, I, K, M, N,L, J, Q, W1, W2, W3, W4, W5, W6 and Y.

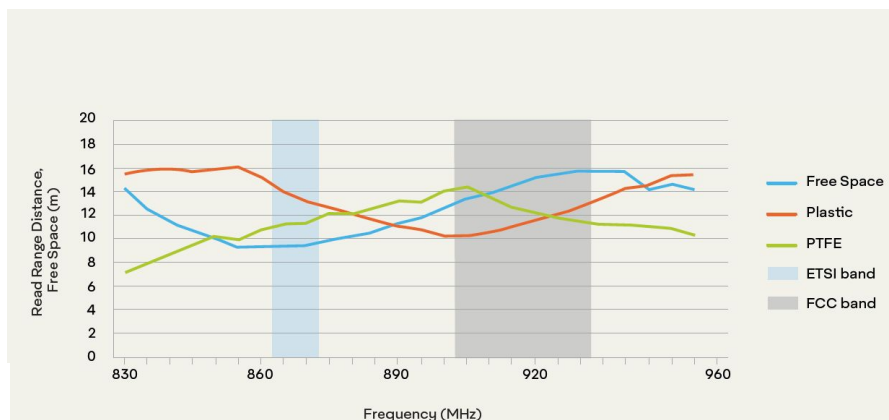
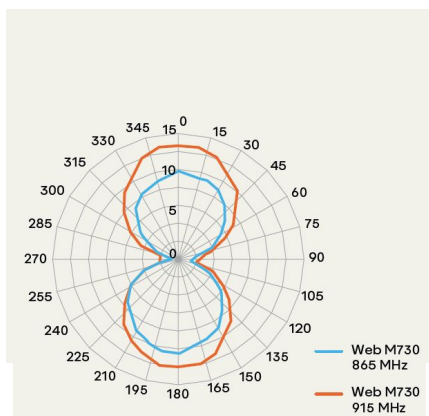
AD Web M700 products are available with the Impinj M730 and M750 ICs. The Impinj M730 IC has 128-bit EPC memory, and the Impinj M750 IC has both 96-bit EPC memory and 32-bit user memory. Both Impinj ICs are compatible with the global GS1 UHF Gen2v2 standard, which ISO/IEC standardized as 18000-63.

AD Web M730 inlays are available as of now. Delivery formats include dry, wet and label inlays.

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.

## Technical features

Chip	Impinj M730		
EPC and User Memory	128-bit		
TID Memory	96-bit / 48-bit unique serial number		
Product Code	3007806 / IL-600014	3007807 / IL-603866	3007808 / IL-603867
Delivery Format	Dry inlay	Wet inlay	Label
Die-Cut Dimension	–	54 x 33 mm / 2.13 x 1.30 in	54 x 33 mm / 2.13 x 1.30 in
Inlay Substrate	PET	PET	PET
Face Sheet	–	–	Mid-gloss paper
Inlay Liner Material	–	Siliconized paper	Siliconized paper
Standard Pitch	36 mm / 1.42 in	36 mm / 1.42 in	36 mm / 1.42 in
Web Width	60 mm / 2.4 in	60 mm / 2.4 in	60 mm / 2.4 in
Core Size	76 mm / 3 in	76 mm / 3 in	76 mm / 3 in
Quantity / Reel	17,000 pcs/reel 68,000 pcs/box	15,000 pcs/reel 45,000 pcs/box	3,000 pcs/reel 9,000 pcs/box
Operating Temperature	-40 °C to 85 °C / -40 °F to 185 °F		



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

### Contact information

[rfid.averydennison.com/contact](http://rfid.averydennison.com/contact)  
+1-678-617-2359

Connect with us on:



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**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](http://rfid.averydennison.com/termsandconditions)

**Care and handling:** RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

**Applications:** This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

