



Affordable, item-level intelligence that protects your brand and connects you to customers



NFC SpeedTap™ Tags

Making instant, authentic product connections possible

NFC SpeedTap tags are revolutionary wireless tags that combine the instant interactivity of Near Field Communication (NFC) with the advantages of printed electronics technology. By effortlessly connecting the physical and digital worlds, NFC SpeedTap tags allow smartphones to communicate with everyday objects, offering you key advantages in both brand management and supply chain management.

Enhance Brand Management

- **Create targeted marketing campaigns.** NFC SpeedTap tags streamline your promotions, improve customer loyalty, and trigger repeat purchases.
- **Update item-level digital content/messaging.** Unique tag identifiers provide a unique personality to every item.
- **Communicate with customers in real time.** Simplify product recalls and consumer alerts.

Enable Product Authentication / Improve Operations

- **Protect brand integrity.** Unique IDs built into every tag help fight counterfeiting and unwanted product diversion.
- **Monitor supply chain performance and isolate problems.** Unique tag identifiers enable item-level tracking and advanced analytics.
- **Gain better, more reliable data.** SpeedTap tags are more efficient than QR codes or direct data entry and facilitate user-friendly data collection at the item level.

From offline to online

Drive traffic to your web site using ThinFilm's SpeedTap tags and cloud-based marketing platform with your physical products. With the tap of a mobile phone, users can instantly receive product information, authentication alerts or unique promotional offers.

- NFC tags integrate easily and seamlessly onto products.
- Taps trigger the user experience on mobile devices that brand owners control.

Product Features

- **Exceptional integration.** Uniquely identifiable NFC tags are flexible and lightweight. They can be integrated into everyday items, including consumables and their packaging.
- **Increased production efficiency.** Streamlined Tag-Talks-First (TTF) enables faster packaging and production line speeds.
- **Cloning prevention.** Tag memory is completely and permanently encoded at the ThinFilm factory and cannot be electrically modified. TTF protocol makes tags highly resistant to cloning.
- **Passive tag operation.** No battery is required.
- **Leading-edge support.** Tags are supported by the latest NFC controllers from leading manufacturers and by Android 4.2 and later.

Markets & Applications

- Mobile marketing and advertising
- Intelligent packaging
- Product-recall management
- Supply-chain tracking
- Asset tagging
- Tax and regulatory monitoring
- Anti-counterfeiting and anti-diversion monitoring

Key Specifications

- 13.56 MHz High Frequency (HF) operation for compatibility with fixed and mobile NFC readers, from smartphones to industrial readers
- 128 bits Read Only Memory (roadmap to 256 bits)
- Adheres to subset of ISO 14443 Type A RFID standard
- Supports popular data structures such as 96-bit GS1 EPC (Electronic Product Code)
- 106 Kbit/sec data transfer, Manchester bit encoding and OOK load modulation at 847 kHz
- 16-bit CRC for data integrity and verification
- < 300 µm thick



ThinFilm Electronics, Inc.

2581 Junction Ave.
San Jose, California 95134

USA
+1 408 503 7300

www.thinfilm.no

Norway
+47 22 42 45 00

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CONTACT SALES: +1 408 503 7300
sales@thinfilm.no | @thinfilmmemory

