



ID - Pixels Tag

Battery-Assisted BLE Label

IC Speciality

Identiv's Bluetooth (BLE)-based ID-Pixels Tag is designed for mass market applications, such as retail, packaging, pharma, and asset tracking. It makes physical items part of the IoT, is the size of a postage stamp, and is available as a self-adhesive label. The ID-Pixels Tag powers itself by a built-in printed battery. The tag is a unique digital identifier for the physical item that it is attached to and is also capable of sensing physical dimensions like temperature. Its integration into the Wiliot cloud allows users to track, monitor, and count their items, gaining unprecedented insight into their supply chain.

Key Features

- Compatible with **Bluetooth Core 5.x**
- **Senses** temperature and location
- **Typical read range:** 20m
- **128-bit AES encryption security**, hardware true random generator, privacy, data confidentiality, and authentication protection
- Available as **self-adhesive label**
- Designed to work with **Wiliot cloud infrastructure**

Frequency

- 2.45 GHz

Antenna Dimensions

- 30 x 51.4 mm

Chip

- Wiliot WLT000403

International Standards

- BLE 5.x

Industries

- Retail
- Packaging
- Asset Tracking
- Pharma and healthcare

Specifications

Format	Label
Product Part Number	6001001
IC	Wiliot WLT000403
User Memory	N/A
Antenna Dimension	30 x 51.4 mm
Tag Dimensions	36 x 60 mm
ISO/IEC Norm	BLE 5.x
Frequency	2.45 GHZ
Face Material	White PET
Thickness	~ 1.3 mm
Pitch	31.75 mm
Web Width	48 mm
Operating Temperature	-20 to ~ 70°C (-4 to ~158°F) at <60% RH
Storage Information	One (1) year under desiccated condition: 10 to ~25°C (50 to ~77°F) ≤ 60% RH

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Care and handling: To minimize static charge and environmental impact, it's crucial to adhere to standard industry practices related to electronics and RFID when handling RFID inlays, as they are sensitive to ESD.

Application: To ensure that this product meets specific requirements, customers/users must thoroughly test it under end-use conditions. Identiv does not claim that the product is suitable for any particular purpose or use. Additionally, Identiv retains the right to modify, supplement, change, or discontinue product offerings at any time without prior notice. While the information presented here is believed to be reliable, Identiv does not guarantee the accuracy or correctness of the data.

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