# my-d™ move NFC

## NFC Type 2 Tag for high-volume applications that demand reliable performance and cost-effective security

**Introduction**

my-d™ move NFC is an NFC Type 2 Tag designed for easy deployment across high-volume applications that demand reliable performance and cost-effective security without complexity.




### Product features

- Contactless interface compliant with ISO/IEC 14443 type A
- 7-byte unique ID
- NFC Forum Type 2 Tag certified
- 152 bytes of memory
- Memory protected by 32-bit password using configurable retry counter
- NFC initialization at delivery, ready for use
- 16-bit customizable value counter
- On-chip capacitance: 17 pF

### Benefits

- Cost-effective design for mass market consumer goods identification
- Based on open industry standards
- Seamless interoperability
- Ready-to-use NFC Type 2 Tag
- Long-term durability
- Simplified design-in
- Enables enhanced user experiences
- Reliable performance

### Target applications

- Consumer Engagement
- Smart cards and marketing
- Accessory identification and configuration
- Electronic Shelf Labels (ESL)
- Data storage and tracing

### More information

www.infineon.com/my-d-move-NFC

**www.infineon.com**