PRODUCT BRIEF

my-d™ move NFC

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

Infineon's my-d™ move NFC offers cost-effective authentication and data integrity based on 32-bit password protection and a 16-bit cyclic redundancy check, making it ideal for mass-market consumer goods, data storage, and tracing applications.

my-d™ move NFC is based on open industry standards, such as the NFC Forum Type 2 Tag specification and the ISO/IEC 14443 Type A standard. This gives customers freedom from proprietary architectures, allowing for more flexible supply chains, seamless interoperability, and lower switching costs.

Users benefit from a ready-to-use NFC Type 2 Tag, pre-configured with an empty NFC Data Exchange Format (NDEF) message in the initialized state. This enables seamless integration into NFC infrastructures, facilitating faster time-to-market. my-d™ move is available in bare die and SMD form factor, simplifying design-in across consumer applications.

Certified by the NFC Forum, my-d™ move NFC supports tap-based interactions with any NFC-capable smartphone creating more intuitive user experiences. Users can simply tap to re-order consumables, register for warranties, access product insights, and more.

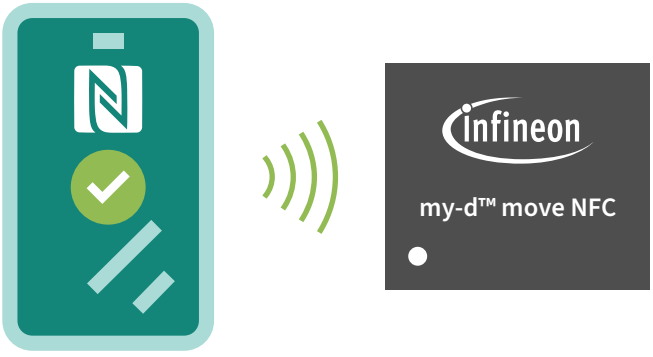
my-d™ move NFC features an anti-tearing function with 16-bit customizable value counters, supporting 10,000 write cycles, offering five years of data retention, and operates at read/write distances of up to 10 cm. This makes it ideal for dynamic retail, logistics, and similar environments.

Key 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

Use cases / Applications

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



Near Field Communication
CERTIFIED

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

Product summary

Type	Product name
Sales code	SLE 66R01PN
Product description	my-d™ move NFC is an NFC Forum Type 2 compliant tag designed for easy deployment across high-volume applications that demand reliable performance and cost-effective security without complexity
Interfaces	– NFC interface compliant to ISO/IEC 14443 Type A – Read/write distance up to 10 cm
Security & protection	– User-configurable 32-bit password with password retry counter to prevent unauthorized access – Block locking mechanism – 7-byte unique ID – Value counter customizable to meet application requirements
Memory	152 Bytes of memory for NDEF data storage Block-oriented memory structure (38 blocks of 4 bytes each)
Data rate	106 kbit/s
Ambient temperature	-25°C to +70°C
Input capacitance	17 pF on-chip capacitance
Delivery forms	Bare die (wafer, sawn, NiAu Bump), or TSNP SMD packaging
Time to market	NFC initialization at delivery and ready for personalization
Endurance & reliability	– 100,000 erase/write cycles – 10 years of data retention

Product details

Type	Product name	Package	Order code
SLE 66R01PN NB	my-d™ move NFC	Bare Die	SP006035948
SLE 66R01PN TSNP2	my-d™ move NFC	PG-TSNP-2-3	SP005865524
SLE66R01PN NB TAG	Sample tag	Circular tag-35mm	SP006286773

Published by
Infineon Technologies AG
Am Campeon 1-15, 85579 Neubiberg
Germany

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Public

Date: 04/2026

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