

PRODUCT DATASHEET

NFC SMART POSTERS

Interactive Posters | 13.56 MHz NFC

Brand / OEM:

Soochak Bharat Technologies Private Limited

1. Product Overview

Soochak Bharat **NFC Smart Posters** are interactive communication solutions that combine **printed posters with embedded NFC tags**, enabling users to instantly access digital content by tapping their NFC-enabled smartphone.

They bridge the **physical and digital world**, allowing seamless engagement for **marketing, information sharing, authentication, and public awareness**—without the need for apps or batteries.

2. Key Features

- Tap-to-connect using NFC-enabled smartphones
- No battery or power source required
- Works alongside QR codes for universal access
- Supports dynamic digital content (URL redirection)
- Easy deployment for indoor & outdoor use
- Custom design & branding options

3. NFC Tag Specifications

Item

Specification

SOOCHAK BHARAT TECHNOLOGIES PRIVATE LIMITED

Plot No 156, Khasra No 306, Vandana Enclave, Khoda Colony, Ghaziabad, Uttar Pradesh, 201309
Mobile: - 80767 02201 | sales@soochakbharat.com | www.soochakbharat.com

NFC IC NTAG213 / NTAG215 / NTAG216 / Feiju F8213

Operating Frequency **13.56 MHz**

Protocol ISO/IEC 14443 Type A

NFC Type NFC Forum Type 2

Operating Mode Passive

UID 7 Bytes (Read-Only)

User Memory 144 / 504 / 888 Bytes (Chip dependent)

Data Retention 10 Years

Write Endurance $\geq 100,000$ Cycles

Read Range 2–5 cm (Phone dependent)

4. Poster & Tag Construction

Parameter	Specification
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Poster Material	Paper / Vinyl / Flex / Foam Board
NFC Tag Type	Sticker / Wet Inlay / On-Metal (Optional)
Tag Placement	Hidden or Visible
Adhesive	High-bond Industrial Adhesive
Finish	Matte / Glossy / UV Coated
Size	A4 / A3 / Custom Sizes

5. Environmental Specifications

Condition	Range
Operating Temperature	-10°C to +50°C
Indoor / Outdoor Use	Yes (Material dependent)
Moisture Resistance	Optional (Laminated / Vinyl)
UV Resistance	Optional

6. Supported Digital Content

- Website / Landing Page
- Google Form / Survey
- Product Videos
- PDF / Brochure Download
- Social Media Profiles
- App Download Links
- Contact Card (vCard)

7. Personalization & Customization

- Custom poster design & branding
- NFC data pre-encoding
- QR Code integration
- Serial numbering & campaign tracking
- Multi-language content support

8. Applications

- Marketing & Advertising Campaigns
- Retail Promotions & POS Displays
- Events, Exhibitions & Conferences
- Government Awareness Programs
- Museums & Smart Tourism
- Educational Institutions
- Smart Notices & Signage

9. Compliance & Standards

- ISO/IEC 14443 Type A
- NFC Forum Compliant
- RoHS & REACH Compliant

10. Packaging & Delivery

Item	Specification
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Packing	Flat packed / Rolled
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Quantity	As per project requirement
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Shelf Life	1–2 Years (Material dependent)
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11. Handling & Installation Guidelines

- Avoid placing NFC tag directly on metal unless using on-metal tag
- Ensure correct tag orientation for optimal tap performance
- Test poster with multiple devices before deployment

Manufacturer / OEM

Soochak Bharat Technologies Private Limited

Smart NFC • Phygital Solutions • Interactive Communication

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