

# PRODUCT DATASHEET

## NFC SMART POSTERS

Interactive Posters | 13.56 MHz NFC

Brand / OEM:

Soochak Bharat Technologies Private Limited

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### 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.

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### 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
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### 3. NFC Tag Specifications

| Item | Specification |
|------|---------------|
|------|---------------|

SOOCHAK BHARAT TECHNOLOGIES PRIVATE LIMITED

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)

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#### 4. Poster & Tag Construction

| Parameter | 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

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

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## 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                     |

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## 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                  |
|------------|--------------------------------|
| Packing    | Flat packed / Rolled           |
| Quantity   | As per project requirement     |
| Shelf Life | 1–2 Years (Material dependent) |

## 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*