



# Active RFID Tag for Wireless LAN Asset Tracking Solutions

Newbury's AT-310 is a small, lightweight, power-efficient Wi-Fi Radio-Frequency Identification (RFID) asset tag that can be attached to assets or people for real-time location tracking in Wireless LAN (WLAN) environments. Newbury's AT-310 is a key component of the Newbury Active Asset™ tracking solution which, when used with Nortel's WLAN Location Engine 2340, provides highly accurate and precise Wi-Fi based location tracking.

management design ensures that the tag maximizes battery life under a variety of transmission and usage scenarios. The tag transmits low battery alerts to enable timely and efficient replacement.

- **Alert Button** – Pressing the Newbury AT-310 alert button sends configurable alerts to users of the tracking solution.
- **Detachment Detection** – The Newbury AT-310 detachment detection feature alerts users when the tag has been removed from the tracked asset.
- **Integrated Motion Sensor** – The Newbury AT-310 built-in motion sensor enables the tags to send motion status to the users of the tracking system.
- **Multiple Mounting Options** – The Newbury AT-310 can be affixed to assets using a variety of mounting options including adhesive tape, Velcro, tie wrap, or other custom mounting devices.
- **Rugged Packaging** – Newbury's AT-310 is designed for use in both indoor and outdoor environments, and is water, dust, and weather (heat, cold, humidity) resistant.
- **Verified Interoperability with Nortel's WLAN 2300** – The Newbury AT-310 works with Nortel's WLAN Location Engine 2340 for highly accurate and precise location tracking. Newbury's suite of mobile location applications, including Active Asset™, AT-310 Asset Tag and RF Firewall™, has been tested and each product designated as a Nortel Compatible Product for use with Nortel's WLAN 2300.



Leveraging the strengths of its Developer Partners and their Compatible Products, the Developer Program has become a key contributor in the success of Nortel by broadening its reach and responsiveness in meeting the needs of its channels and customers. Each Nortel Compatible Product has met established requirements for integration, functionality and stability, further reducing total cost of ownership.

Key features and benefits of the Newbury AT-310 include:

- **Compact Size** – The small size (2.5" x 1.7" x 0.7") and light weight of the Newbury AT-310 tag allows it to be affixed to a variety of asset types, including medical devices, manufacturing equipment, IT equipment, containers, vehicles and cards. Because of its small size and light weight form factor, the tag can also be worn or carried by people.
- **Long Battery Life** – The Newbury AT-310 uses a single, commercially available AA-size battery that provides up to 5+ years of battery life. An advanced power

## Best In Class Wi-Fi Active RFID Tag Functionality

Newbury's AT-310 is fully compliant with IEEE 802.11 wireless standards, and is built to support best-practice RFID and wireless network management policies recommended by the leading enterprise wireless LAN and RFID infrastructure providers. The following features ensure that Newbury AT-310 asset tags are easily deployable in enterprise WLAN and RFID environments.

- **Multi-Mode Communication** - The Newbury AT-310 supports location and status reporting in multiple modes to provide the optimal combination of tag location and reporting capabilities, as well as extended battery life. The tag supports the following communication modes:
  1. Chirp mode, a layer-2 communication in which the tag transmits only its network address and battery status for use in the identification and location by infrastructure-based location technologies.
  2. Fully associated 802.11 client mode, in which the tag transmits using the 802.11b/g protocols. The transmissions are fully compliant with IEEE 802.11 standards.
- **Breakthrough Wi-Fi Active Tag Battery Life** – The Newbury AT-310 utilizes an advanced active/passive RFID System-On-Chip (SoC) designed specifically to support ultra-low power operation of Wi-Fi –based RFID tags. At a constant 20-second reporting interval, the battery life of the tag is approximately 2 years. Configuring the tag with longer reporting intervals can extend the battery life to more than 5 years.

- **Tag Configuration and Management** – All the network-related attributes of the Newbury AT-310 are user configurable, including the network connectivity settings, the reporting intervals, and the 802.11 scanning properties. The intuitive tag-to-asset interface allows authorized users to associate tags with important asset information such as manufacturer, department owner, serial number, and other asset specific data.
- **Regulatory Approval** – The Newbury AT-310 has received regulatory approval for use in the following countries:
  - United States
  - Canada
  - United Kingdom
  - France
  - Germany
  - Australia
  - New Zealand

## Company Information

Company Name:  
Newbury Networks, Inc.  
URL: [www.newburynetworks.com](http://www.newburynetworks.com)  
Technical Support Telephone:  
(617) 867-7007  
Technical Support Email:  
[support@newburynetworks.com](mailto:support@newburynetworks.com)  
Sales Contact:  
Rich Schillbach  
(617) 803-1649  
[rich.schillbach@newburynetworks.com](mailto:rich.schillbach@newburynetworks.com)

For all inquiries on this product, please provide the following reference code: T310-NTL



### Compatibility Information:

Newbury AT-310 Asset Tag Release 1.0 was verified as compatible in a controlled laboratory environment. For complete compatibility details, including specific Nortel platforms and releases, please refer to the Certificates of Compatibility at: [www.nortel.com/prd/dpp/product/prodpages/z6396.html](http://www.nortel.com/prd/dpp/product/prodpages/z6396.html)



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