



Advanced Card Systems Ltd.
Card & Reader Technologies

ACR1222U-J4 FeliCa Web-To Reader

Technical Specifications V1.00





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1.0. Introduction

As part of our commitment to quality and excellence, ACS introduces the Li-ion battery-powered, standalone ACR1222U-J4 FeliCa Web-To Reader. Specifically designed for the widely patronized Mobile FeliCa market in Japan, the ACR1222U-J4 facilitates the transmission of customized URL links to Mobile FeliCa-enabled phones, allowing commercial establishments to leverage mobile marketing in promoting their products and services.



Powered by its built-in Li-ion rechargeable battery, the ACR1222U-J4 continuously checks any Mobile FeliCa device within its proximity. When a Mobile FeliCa device such as the FeliCa-enabled mobile phone, is detected by the ACR1222U-J4, the ACR1222U-J4 automatically sends a customized URL to the Mobile FeliCa device. The URL allows the user to access rich content about the product or service being advertised.

The ACR1222U-J4 can be used for mass marketing where it can be installed in populated areas like malls and train stations, or it can be carried around by marketing personnel for a more direct and targeted marketing approach. Moreover, ACR1222U-J4 is field-upgradeable which makes a URL or other data format customization extremely easy to adapt to special customer's needs. With its Li-ion battery, the ACR1222U-J4 can operate in long hours in different applications such as product advertising and loyalty schemes.



2.0. Features

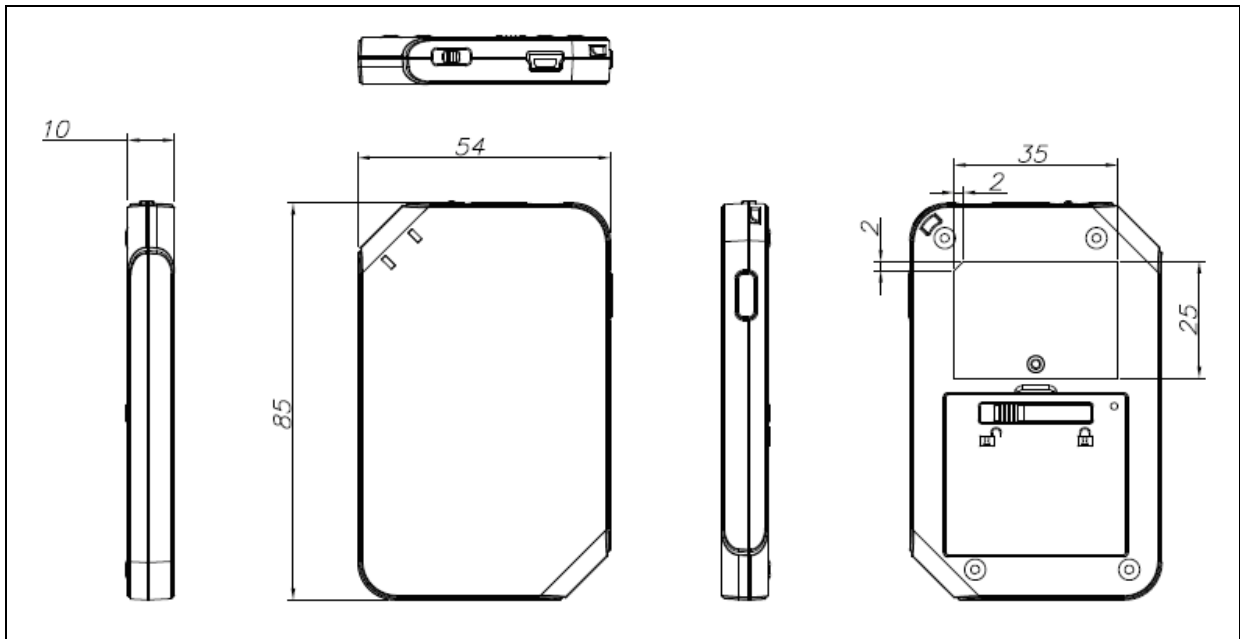
- Standalone intelligent reader embedded with an application that sends a customizable URL to detected FeliCa mobile phones within its proximity
- Contactless Interface:
 - Operated at 13.56 MHz FeliCa protocol
 - Communication speed of 212 kbps
 - Built-in antenna for FeliCa Mobile phone detection
 - Reading distance of 10 mm (depending on the type of phone)
 - Supports FeliCa Mobile phones and intelligent devices with FeliCa Mobile versions 1.0 and 2.0
- Built-in Peripherals:
 - 2 LEDs – 1 for operation status, 1 for battery status
 - Monotone Buzzer
 - Li-ion rechargeable battery
 - 3T2P switch for URL1/OFF/URL2
 - Button for changing device status – active and idle
 - Mini USB socket and USB adaptor for recharging the battery, changing the URL and upgrading the firmware
- Firmware Upgradable
- Compliant with the following standards:
 - CE
 - FCC
 - VCCI
 - RoHS



3.0. Typical Applications

- Customer Loyalty
- Outdoor and Indoor Advertising
- Personal Contact
- Coupon Distribution
- Product Presentation

4.0. Technical Specifications



Power Specifications

Working Voltage..... Regulated 5 V DC
 Maximum Current Consumption200 mA
 Battery Specification Lithium-ion Battery (320 mAh)

Contactless Interface

Supported Devices..... Intelligent Devices with FeliCa Mobile OS version 1.0 or 2.0
 Operating Frequency 13.56 MHz
 Communication Speed.....212 kbps
 Operating Distance 10 mm (depending on the type of phone)

Physical Specifications

Dimensions 85.0 mm (L) x 54.0 mm (W) x 10.0 mm (H)
 Weight Maximum of 40 g (with battery, without USB cable)
 Color White

Built-in Peripherals

LEDs2, for battery status and operation status
 Buzzer Monotone
 Mini USB Socket and USB Adaptor For recharging the battery, changing the URL and upgrading the firmware
 Switch3T2P for URL1/OFF/URL2
 Button..... For changing device status – active and idle

Operating Conditions

Operating Temperature..... 0 – 45 °C
 Storage Temperature.....-10 – 125 °C
 Humidity 35% - 85%

Certifications/Compliance

CE, FCC, VCCI, RoHS

