

# NDEF Record Cheatsheet

NDEF (NFC Data Exchange Format) record-type quick reference.

URI record (T = 0x55): UTF-8 URI with prefix byte. Most common for marketing and Google Review tap cards.

Text record (T = 0x54): UTF-8 text with language code. Use for vCard substitute or short identifier.

Smart Poster record: Composite record combining URI + text + icon.

Launch app record: Android-only AAR; iOS uses universal-link URLs.

Byte budget per chip:

NTAG213: 144 bytes user memory; 132 bytes payload after NDEF framing.

NTAG215: 504 bytes user memory; 492 bytes payload after NDEF framing.

NTAG216: 888 bytes user memory; 868 bytes payload after NDEF framing.

For the Google Review NFC card setup see </guides/google-review-nfc-card-setup/>.

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