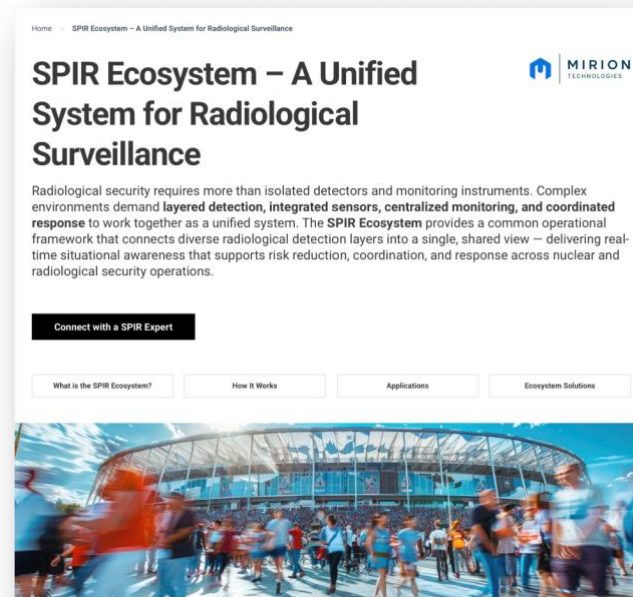


SPIR Ecosystem Landing Page Build

Ask: Conceptualize and build a landing page to support Mirion's established, brand equity-rich "SPIR" platform – to be used in marketing initiatives, and to enable global sales teams, customers, and prospects as the primary web anchor for the platform.

Challenge: Finding a balance between product marketing-led messaging priorities with digital channel constraints. I.e., *how might I* ultimately deliver a final web-based product that is true to platform **AND** balances digital channel non-negotiables (e.g., UX, SEO, CRO)?



SPIR Ecosystem Landing Page

Intentional play button for web best practices/UX (i.e., not autoplay but clear visual cue that asset is a video, for user-

SPIR Ecosystem Landing Page
Mirion Technologies

Web Based | Web Element | 476. Landing Page

Lucas Marshall, Digital Content Marketing Strategist



Section 1 - Hero

Home > SPIR Ecosystem – A Unified System for Radiological Surveillance

SPIR Ecosystem – A Unified System for Radiological Surveillance

Radiological security requires more than isolated detectors and monitoring instruments. Complex environments demand **layered detection, integrated sensors, centralized monitoring, and coordinated response** to work together as a unified system. The **SPIR Ecosystem** provides a common operational framework that connects diverse radiological detection layers into a single, shared view — delivering real-time situational awareness that supports risk reduction, coordination, and response across nuclear and radiological security operations.

Connect with a SPIR Expert

MIRION
TECHNOLOGIES

What is the SPIR Ecosystem?

How It Works

Applications

Ecosystem Solutions

Primary, conversion path CTA
(jumps to embedded form fill
at the end of the page)

Jump links for easier page nav,
enhanced UX



Section 2 – Educational: Platform Intro

What is the SPIR Ecosystem?

A Connected Approach to Radiological Security

Understanding what is happening across multiple environments at once is mission-critical to effective radiological surveillance operations. Fragmented data reduces the effectiveness of radiation protection teams' efforts, making it difficult to assess risk, distinguish genuine threats, and coordinate timely response.

SPIR — Site Protection against Intrusion of Radioactive materials — brings together wearable, mobile, transportable and fixed radiological detection technologies into a single operational ecosystem. From wide-area situational awareness and environmental background mapping to controlled access screening and localized adjudication, SPIR aligns detection layers within a unified operational framework. By integrating advanced sensors with a centralized visualization platform, SPIR supports the detection, interdiction and adjudication of nuclear and radiological threats — creating shared, real-time situational awareness that enables coordinated response and informed decision-making across complex environments.

Platform overview video explainer
(existing content, repurposed)

Watch: SPIR Ecosystem Overview

Definition/spelling out of "SPIR" acronym –
few knew SPIR was an acronym; came out
of project discovery with SMEs, and I

Verb-led caption, providing
additional UX-reinforcement as
and accessibility/SEO benefits (i.e.,
descriptive alt text)

advocated for building it into the page for user
edification

Hero image reinforces common “event security” use of the platform

Section 3 – “How It Works” section

How the SPIR Ecosystem Works

Unified SPIR Platform for Detection to Command Center Visualization

The SPIR Ecosystem unifies radiological detection, monitoring, and response through integrated hardware and software architecture. Networked radiological sensors transmit data in real time, while centralized visualization software aggregates and analyzes information within a shared operational framework.

This connected approach provides situational awareness for both field operators and command centers, supporting informed decision-making, alarm evaluation, and coordinated escalation across complex environments, like [large-scale events](#).

Production-light, brand-approved, third-party repository-sourced icons, intended to break up text-heavy content and anchor platform value props with visual impact



Unified Detection Architecture

Networked radiological sensors operate as a coordinated system across territories, controlled access points, mobile patrols, and internal zones.

Centralized Visualization & Awareness

Detection data is aggregated and visualized in a shared interface, providing local and remote situational awareness to support rapid evaluation and coordinated response.

Actionable Assessment & Response

Live and historical data are analyzed together to support rapid adjudication, expert escalation when required, coordinated response, and informed decision-making.

Intentional, SEO-friendly/UX, nav-consistent, “how it works” as H2, with literal platform function as a supporting subhead

Supplementary explainer text

Link to related landing page used in multi-phased paid social campaign

Key platform benefits

Section 4 – Applications section

Applications

Key platform applications

The SPIR Ecosystem is designed to support radiological security and surveillance across diverse operational environments.



Event & Venue Security

Learn More



Radiological Interdiction & Sweeps



Critical Infrastructure Protection

Interlink with existing solutions page

Supervisory Software: SpirVIEW Mobile™

SpirVIEW Mobile, the supervisory software layer of the SPIR Ecosystem, provides centralized command-and-control for radiological security and surveillance operations – delivering shared visibility, structured alarm evaluation, and coordinated decision-making across both on-site command centers and remote operational teams.

Explore full webinar

Tie-in to key software

Repurposed content – webinar snippet – showing platform demo (how an event plays out in the software) – intended to increase page engagement, product consideration

UX reinforcing play icon

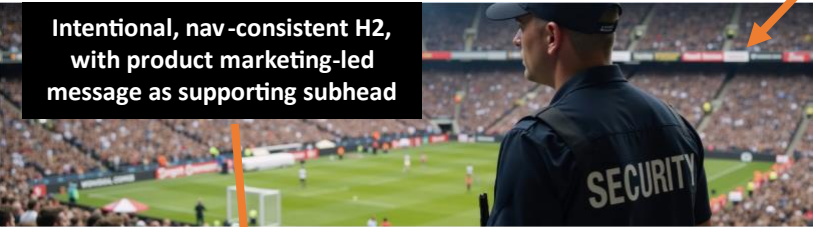
Spir-VIEW Mobile™ Demo

UX reinforcing video caption

Watch: SpirVIEW Mobile in Action.

Link to full webinar for additional product consideration, lead gen

Section 5 – Platform Solutions (Products/Categories)



Environmental, use-case-style image for visual reinforcement

Intentional, nav-consistent H2, with product marketing-led message as supporting subhead

Supporting text

SPIR Ecosystem Solutions

Layered Detection Architecture, Complete Ecosystem

The SPIR Ecosystem supports layered radiological detection across diverse operational environments. Detection assets can be deployed independently or in combination to provide flexible coverage across wide-area mapping, controlled access screening, mobile operations, and perimeter zones. The system supports multiple deployment models — from wearable detectors to fixed installations — enabling layered radiological detection across complex environments.

Wearable and Handheld

Body-worn and handheld detectors for frontline teams and mobile monitoring



AccuRad™ PRD Personal Radiation Detector

The AccuRad PRD is a discreet and robust gamma radiation detector, specifically designed for law enforcement and first responders to interdict nuclear and radioactive materials. It excels in emergency...



SPIR-Ace™ Radionuclide Identification Device (RIID) with quantitative assessment capability

The SPIR-Ace unit is a versatile Radio Isotope Identification Device (RIID) addressing all applications requiring efficient detection and identification of radiological threats in security applications, including...

Solutions/products, categorized in primary user needs

Portable

Worn like a backpack



Backpack and rapidly deployable systems that extend detection coverage across large areas and dynamic environments

[Learn More about SPIR-Pack Systems](#)

Fixed or Stationary

Permanent Installation



Permanent detection systems installed at key infrastructure points to support continuous monitoring and perimeter security.

[Learn More about SPIR-Ident Portals](#)

Transportable

Lightweight sensors for rapid deployment in ground mobility, air, marine and area surveillance



SPIR-Ident Mobile Platform™ Airborne and Carborne Mobile Spectrometry

The SPIR-Ident Mobile Platform is an airborne and carborne system that combines advanced gamma detection and spectroscopy with optional neutron detection suited for vehicles, ships, helicopters and...



SPIR-Explorer™ Sensor Light Wide Range Radiological Detection and Identification Sensor

The SPIR-Explorer sensor is a lightweight radiation detector designed to be mounted on a UAV/Drone or UGV/Robot for a wide range of applications where radiation detection, measurement, and nuclide...

Section 6 – Page close/conversion path actions

Talk to an Expert

Speak with a Mirion expert to discuss which system configurations, integrations, and use cases are most relevant to your environment.

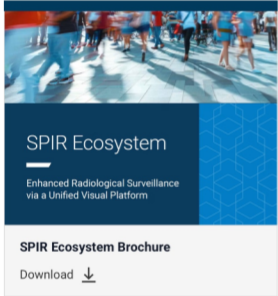
First Name * Last Name *

Company * Email * Role/Function *

Message

Submit

SPIR Ecosystem Platform Resources

 **SPIR Ecosystem**
Enhanced Radiological Surveillance
via a Unified Visual Platform
SPIR Ecosystem Brochure
Download 

Overview of the SPIR platform and integrated detection ecosystem

Looking for Services or Support?
We're here to help.

Support

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Youtube 

Legal Privacy Policies and Data Notices CCPA: Do not sell my personal information Sitemap Cookies Settings
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Embedded, on-page form fill; optimized for conversion, with fewer steps to “contact us” when form is embedded on page

Supporting text
Note: to be critical to myself, a future, additional user-supporting feature I might suggest adding to the form would be (positioned under the “Submit” button) a small supporting line explaining what the visitor can expect when submitting the form (e.g., follow-up from sales, timeline, etc.)

Primary MarCom asset, platform brochure, supporting the SPIR Ecosystem; a much more extensive, platform messaging anchor that provides great information, but isn’t optimized for the landing page/digital channel constraints (i.e., lengthy 16-page resource)

Supporting, explainer text describing the asset

Branded footer, with standard support CTA (global on every Mirion.com page)