



Sales Rep Success Story: Mirion and MFI Electronics

Sales Cycle Summary

An Amulet Sales Rep partnered with Amulet technical sales support to help a customer implement a user interface for a new medical device. Using Amulet enabled the delivery of a **quality, cost-efficient, FDA-approved user interface**. The customer initially used an Amulet chip, then transitioned to a custom Amulet controller board, and finally to a custom Amulet Interactive Digital Display using Amulet's paid design service that made the switch seamless for them. This relationship has resulted in a **long-running, large-scale (six-figure) annual revenue stream for Amulet and the Sales Representative**.

About the Client

[Mirion](#) provides nuclear medicine solutions that promote positive outcomes during potentially life-saving diagnoses and therapies by protecting patients and caregivers from unwanted radiologic exposure.

About the Rep

MFI Electronics is Amulet's Sales Rep in the Northeast Region (New York State, Northern New Jersey, Eastern Pennsylvania). Like most reps, MFI represents several electronics manufacturers on its line card, with Amulet being its leading provider of user interface solutions.

Mirion's Challenge

Mirion needed a user interface for a new nuclear medical device. They initially purchased an Amulet chip and used GEMstudio with their own board and a simple LCD display.

When the Amulet chip reached end-of-life, Mirion faced a difficult decision on how to redesign their UI, since it is used in a medical device, where even simple spec changes require re-certification. They decided to use Amulet's paid design services for a custom Amulet board that maintained form, fit, function, as well as 100% software backwards compatibility and interface to the same simple LCD and touch screen.

Their in-house HMI assembly proved time-consuming costly and error prone. In addition, the simple LCDs had a high fault rate, leading to frequent scrappage and quality issues. Compounding the issue, the LCD manufacturer often changed specifications, creating additional rework, expense, and frustration.

Amulet's Solution

Mirion recognized the advantage of combining GEMstudio and a custom Amulet Interactive Digital Display, rather than a simple display and separate display board. Although the per-unit cost of the custom Interactive Digital Display was slightly higher, considering multiple suppliers, scrappage, and rework made it significantly less expensive overall.

By providing both hardware and software expertise, Amulet enabled Mirion to focus on its core competency—nuclear medicine—while Amulet handled the user interface.

Introducing Amulet

The Rep contacted Mirion after noting that a former contact—the Director of Engineering from another customer—had joined Mirion. Upon learning about the UI project, MFI recommended Amulet as the solution.

Evaluating Amulet

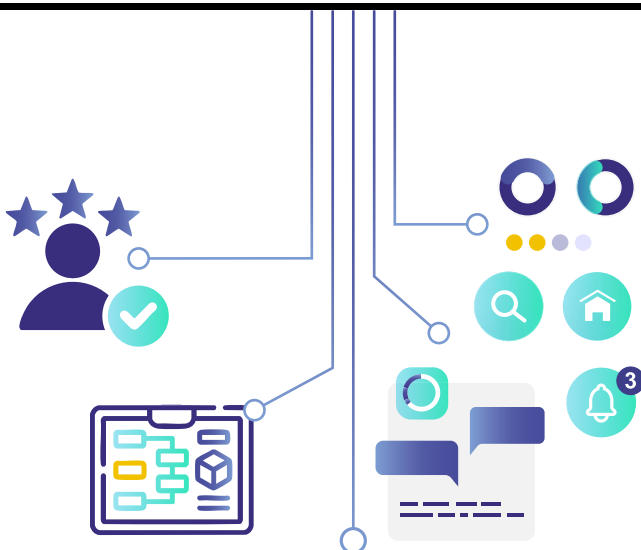
Mirion was already satisfied with GEMstudio and wanted to continue using it as their UI development platform. Over time, they upgraded from an Amulet chip to a custom Amulet board using Amulet's paid design services, and ultimately to a complete custom Amulet Interactive Digital Display that maintained form, fit, function, and source code compatibility with their original board.

They were also impressed with Amulet's responsive technical support, which addressed even the most complex questions quickly and accurately.

Deal Duration, Amulet Support, and Result

The evaluation process took several months. Throughout, Amulet's technical sales support team assisted MFI in ensuring Mirion's questions were answered promptly and thoroughly. MFI considered this support critical to closing the deal.

The result was a continuous relationship for the device's user interface using multiple Amulet offerings, including paid design services—creating a six-figure annual revenue stream for Amulet and MFI.



Keys to the Win

MFI identified five key factors in establishing the Mirion relationship:

01

Effective contact tracking and follow-up – Maintaining a detailed database of prospects and customers, including personnel changes, enabled quick engagement with Mirion.

02

Technical superiority – Amulet's Interactive Digital Display solutions, allowing separation of UI and back-end electronics, provided significant value.

03

GEMstudio differentiation – The ease and efficiency of GEMstudio was a major factor for the customer.

04

Responsive technical support – Amulet's knowledgeable team ensured fast, thorough answers to all questions.

05

Design Services – Amulet facilitated the customer's transition from design to production, resulting in commissions for the sales rep before the start of production.

