

# LITIGATION™

CONSULTING. eDISCOVERY. TRIAL TECHNOLOGY.

## The importance of

# Trial Technology



How much data do you consume on a daily basis?  
How much of it do you remember?

The details of a court case can be complex. Using trial technology helps you present your case in a way a jury can understand and remember.

**Visuals are processed  
60,000x faster in the brain  
than text**



**40%** of people will respond better to visual information than plain text

**65%** of people are visual learners

**80%** Color visuals increase the willingness to read by 80%

"When trial presentation software is used, you have a jury that is more attentive and follows the evidence much more closely as it's being received than they would if pieces of paper were being passed around."

Hon. David McKeague, 6th Cir.

### MESSAGE RETENTION AFTER 3 DAYS



10%  
Bullet List



50%  
Visual Slides

### CHANCE OF ACHIEVING OBJECTIVES



10%  
Bullet List



67%  
Visual Slides

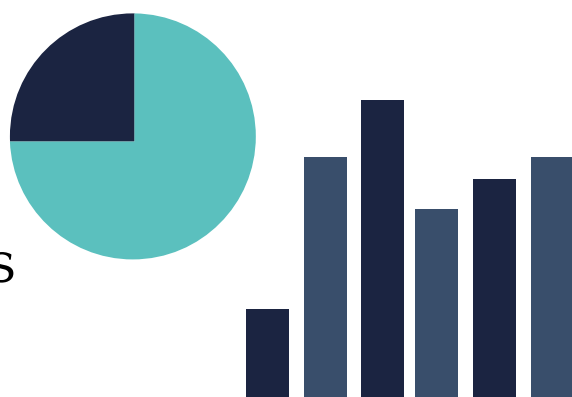
## TRIAL TECHNOLOGY CAN SPEED UP CASES BY 50%

"It's also more efficient and a case can be presented in half the time. It's a win-win because if the trial time is cut down by half, the chances of the jury staying engaged is that much greater."

Hon. David McKeague, 6th Cir.

## How will you present your next case?

screens - projectors - monitors  
doc-cams - exhibit boards



<http://www.presentationmagazine.com/presentation-skills-1-use-visual-aids-7320.htm>

<http://visualteachingalliance.com/>

<http://www.fastcompany.com/>

[http://www.forbes.com/home\\_usa/](http://www.forbes.com/home_usa/)

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