



Intake

Case Evaluation

When deciding how to approach a case from the outset, often times it can be useful to talk with someone experienced in legal matters but outside of the particular case to get an objective opinion. Our consultants will meet with you for up to an hour off the clock to talk through the fact pattern, give initial insights and thoughts on the case that may help positively shape the direction of the case for a more favorable outcome from the very start.

Case Strategy

Getting a case down to clear and simple, no matter how complex the underlying issues may be, is one of the most important challenges that must be met by successful litigators.

Information Architecture & Design

"When involved in a case, it's easy to lose sight of the big picture because of the many facts and details involved with complex litigation. our experienced consultants can help by outlining:

Themes and order of evidence

Visual strategies

Dealing with known and unknown obstacles

Presentation credibility and continuity"

Video Conferencing

Instead of spending time and money out of the office traveling, you can simply come down to our offices, dial up a remote location where your witness is located, and conduct your deposition, hearing, or interview from the comfort of our conference room which maximizes your time and saves your client money.



Discovery

Strategic Planning

Identifying key winning themes and focusing on key elements of evidence to achieve the desired verdict by controlling and containing critical impressions.

Case Presentation

Design Framing the best story and anchoring the case to bedrock principles of effective communication.

Visual Concepts

Determining how the case will "look" and "feel" to the jury so that the jury can see the evidence in context of the litigation paradigm. Effective visual concepts for evidence reinforces the case theme.

Document Management

Cutting through the debris of trial and getting the case down to its essential elements, then efficiently accessing and presenting documentary evidence in trial.

Expert Reports

Expert reports are often complex and difficult for jurors to understand. Prolumina consultants work with experts to distill complex and often difficult issues down to information that jurors can understand, remember and use.

Video Depositions

Deposition testimony is crucial when determining who knew what when. Through the use of video, witness' demeanor, tone of voice, and body language can be seen in addition to reading their transcript. Studies have shown the majority of communication happens non-verbally so video is crucial to getting the whole picture of what the witness really means to say.

Video Documentation

Video is especially useful to document current conditions or an existing time or place as by the time a case gets to trial, things may have changed dramatically. We are experts in our documentation services and rigorous about our chain of custody and archival practices so you can rely on getting and maintaining the visual information you need for your case.

Deposition Witness Prep

No matter how many times an expert or fact witness may have testified, understanding the subtleties of both verbal and non-verbal communication, as they affect credibility, is essential. The Prolumina model is highly effective in getting witnesses to "calm, confident and control" in deposition, insuring a sound and invulnerable record.



Exhibit Scanning

The average document in the average litigation is copied over 13 different times. Image your documents once to get them in electronic format and you're done. Plus electronically imaged files are what we use throughout the lifetime of the case so you're already ahead of the game when you get to trial.

Linking to Transcript

Deposition exhibits can be linked directly to the transcript so that when reviewing testimony, all it takes is one click to see what the exhibit is that is being discussed during the witness' testimony.

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Pre-Trial

Order of Evidence & Trial Narrative

Prolumina's "power sequencing" model is the most dynamic method for ordering your evidence for trial, and will produce the impressions, language and visual messages that will arm jurors to embrace and advocate your case message.

Visual Presentation Design & Production

Prolumina's graphics department is one of the finest in the country, having achieved stellar success in the most complex, as well as simple case presentations

1. **Documents**

Bring documents to life and make sure jurors understand why documents proffered in trial matter.

2. **Designed Illustrations**

Simplify complex issues - explain process and sequence - clarify relationships - reinforce key impressions.

3. **Animation**

Motion is captivating and involving, and often the most clarifying form of explaining difficult issues, from recreating an accident to getting inside the workings of a small complex device, animation is a part of the world jurors live in and can be one of the most powerful tools lawyers can use in the courtroom.

4. **Computer Graphics**

Powerful, quick and cost effective, simple computer graphics, such as PowerPoint presentations can add dimension and clarity to any case.

Video Designations & Editing

As you prepare for trial, deposition testimony is important to helping put on the case you want to present. Through the use of presentation software applications, creating impeachment clips and / or perpetuation playback scripts is quick and easy so you can be sure you get exactly the testimony you want presented to the judge and jury. changes can be made quickly and easily to exclude objectionable testimony and to conform to the court's rulings. Also useful for presenting a witness to focus groups and/or small group research projects to get a read on how your witnesses will come across to an average juror.

Trial Witness Prep

As with deposition preparation, the courtroom is where witness performance and credibility are critical. Prolumina's "Rule of Cs" model, coupled with its "Witness Bill of Rights" will achieve amazing results even with the most difficult and concerning witnesses.



Small Group Research

Small group research, when conducted properly, can be an invaluable tool in assessing risks, dealing with perceptions of liability, addressing damages, or focusing on very specific issues of concern. Most importantly, it is an opportunity for attorneys, before stepping into the courtroom where mistakes can be fatal, to make critical, strategic course corrections and/or adjustments.

1. **Focus Groups**

Testing individual issues, assessing parties and lawyers, and identifying key opportunities to refine and enhance case presentation as they relate to specific issues and/or concerns.

2. **Mock Trials**

Testing the case, in its totality, with mock jurors can assist the trial team to capitalize on project-identified strengths; or to fill the gaps and address previously unconsidered and often enlightening (sometimes surprising) questions that always arise when a random group of people are faced with facts, information and individuals at odds, and asked to reach a conclusion about what the facts really mean.

Jury Selection

No matter how well the case is presented, insuring that jurors whose attitudes and experiences may run adverse to the desired verdict is a must.

1. **High-Risk Juror Profile**

The first step is to create a high-risk juror profile for jury eligible citizens in the trial venue, identifying attitudes and experiences that may undermine even the best efforts to convey your message.

2. **Voir Dire**

Strategies Framing questions, word selection, and a clear strategy for unveiling and identifying juror attitudes and experiences that can either hurt or help you in eliminating risk is essential.

3. **Questionnaires**

Special questionnaires, frequently permitted by the courts, can provide early insights and help to develop voir dire strategies for the courtroom.

Opening Statement

The first 30 words of the opening statement, if developed and presented well, may be the most important 30 words in your case. Prolumina's consultants can work with you to create the indelible first, and lasting impressions that will become the filter through which all evidence and testimony must pass.



Closing Argument

Keeping the promise of the open is the key to powerful summations in the courtroom. Prolumina, through a variety of means can help to insure that the opening promises are meaningful and supportable, but that the promises made in open will be kept, allowing jurors to be fully satisfied in returning the verdict you seek.

Video Conferencing

Instead of spending time and money out of the office traveling, you can simply come down to our offices, dial up a remote location where your witness is located, and conduct your deposition, hearing, or interview from the comfort of our conference room which maximizes your time and saves you money.

Remote Deposition Viewing

If co-counsel or the "home office" wants to monitor a deposition but doesn't have the time or money to travel to the deposition location, we can provide real-time streaming video over a secure connection so that your clients or larger team can see and hear exactly what's taking place as the deposition takes place.

DVD Authoring and Replication

If you have video materials on DVD or disk, we can provide exact duplicate copies or take the video material and custom create menus and chapters so you can quickly and easily locate specific sections of the video material.

Audio & Video Duplication

More and more media is becoming a part of evidence or demonstratives in trial. Whether you need one copy or hundreds, our duplication is the fastest in the area.

Encoding & Synchronization of Testimony

Video deposition testimony is most powerful when combined with the official transcript so the text can be read in conjunction with the playback of the video. This also save time and money since the video can be searched by word or phrase, and it's easy to get right to a specific page / line section to see exactly what the witness looked like when testifying. invaluable when presenting video testimony in court as rulings and objections can be updated on the spot making trial faster and more efficient.

Designation Edits

With our state-of-the-art digital non-linear edit suites, you can quickly and easily provide deposition designations and get back an edited version of that particular testimony in virtually real time.



Trial

War Room Design & Staffing

Trial takes place outside of your office and often times out of town. It is vitally important that the trial team still have the ability to function smoothly and efficiently even while working out of a hotel room or breakout room in a courthouse. Prolumina can provide the necessary equipment and experienced personnel to assist with scanning, copying, file preparation, digital video editing of witness designations, and technical / IT support with server, print, and file management anywhere, anyplace.

In-Court Technical Support

In-trial support and consulting service is offered for the duration of the trial. Services include assistance in displaying electronic and demonstrative evidence, maintaining and administering the presentation system, and adjusting and modifying the presentation according to the momentum of the trial. This service may also include assisting in the daily preparation of exhibits and assisting in the modification of the presentation at the client's request, including bar code generation, video segment creation and the addition of new exhibits during trial.

On-Site Graphic Support

Much of the evidence presented in court can be complex and difficult to understand. Well designed visual aids help clarify and simplify the presentation of facts to a judge and jury. By incorporating graphics in to your presentations, you can better illustrate your oral message and hold the jurors' attention. Whether using static foam boards or sophisticated trial presentation software, the use of graphics will tell your story in a clear and concise manner, simplifying the case so that the average juror will understand and retain the information. Our graphic artists and illustrators are skilled in the use of the latest technologies to create powerful and lasting impressions that will tell your story as effectively as possible.



Database Management

1. Documents

Complex litigation often contains thousands upon thousands of documents and exhibits. Being able to quickly and easily call up exactly the necessary image file takes careful planning, coordination, and construction of elegant and efficient databases. With extensive experience in working with large data sets and years of working out best practices in naming conventions, we get attorneys exactly what they need when they need to bring it up for review or display to the jury.

2. Video Designations

When in trial, deposition testimony can either be used for perpetuation or for impeachment. When creating perpetuation playback scripts, there is often a back-and-forth process between the parties to ensure all relevant testimony is included. We can help streamline that process so it's clear which designations are which and how the testimony all flows together. When cross-examining a witness, inconsistent testimony from prior deposition testimony can be particularly powerful. Our technical consultant works with your team to ensure just the right impeachment clips are created and at the ready if and when the witness testifies differently on the stand.

In-Court Graphic Presentation Adjustments

Reaction/Response - how is this any different from on-site graphic support? Suggested language: in the midst of trial, you are constantly adapting and adjusting your arguments based on rulings and what is being presented by your opponent. Having the skill and ability to quickly adjust and change visual designed graphics to avoid objection is critical to making the most of your demonstrative exhibits and visual displays.

Courtroom Hardware / Equipment Rental, Integration, and Installation

With all the time, energy, money, and expense put into getting to court, it's absolutely critical that the images, graphics, charts, exhibits, animations, and video be able to be easily seen by all. Experienced in setting up presentation displays in hundreds of courtrooms all across the country, you can be sure our expertise will help you maximize your investment in visual display to its greatest potential.

Video and Web conferencing

If your witness is half-way across the country or around the world, we can help bring that witness' live testimony directly into the courtroom through the use of cutting-edge modern technology. We will work with you and your witness to find a location as close as possible to their location anywhere in the world and wire the courtroom with the necessary display equipment saving travel time and money by having the witness testify from their hometown.



Jury Monitoring

Having another set of eyes in the courtroom can provide insights as to jury acceptance or resistance to evidence, individuals, and presentation effectiveness in the courtroom. Having a non-lawyer observer who is skilled in observing non-verbal juror behavior, and then offering feedback and suggestion can provide lawyers with a view that may not be apparent to them from the well.

Shadow Jury

Paralleling jury make-up with individuals who can observe and assess the trial as it unfolds, and then debriefing them at frequent intervals, can provide for ongoing adjustment and enhancement of case presentation and identify weaknesses that can adversely affect the outcome of trial.



Post-Trial

Post-Verdict Evaluation

Part of any successful strategy is learning from experience - what went well, and what could have been done differently and/or better. Post-verdict analysis of case strengths and weaknesses is the best assurance of enhance future performance.

Jury Interviews

Prolumina's consultants can conduct post-verdict interviews and surveys to identify important information about the decision-making process, and how the jury arrived at the verdict rendered.

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ADR

Settlement Strategy

Winning, BEFORE TRIAL, is often the best possible outcome. Using the same essential principles of strategic planning and communication Prolumina provides for trial, and early, favorable resolution of the case can avoid the risks and costs of trial. Whether in settlement, mediation or arbitration, the same resources, tools and methodologies used in preparing for and presenting a case in trial, are available at Prolumina.

Graphic Production for Settlement

Persuasive visuals are, more and more, an essential part of settlement briefs, and the settlement process itself. Graphics and well thought out visuals will enhance any settlement effort and send a clear message to opposing counsel that you are prepared to go the distance, with the tools and resources that will prevail in trial.

Arbitration Technical Support

Seamless and effective use of technology in arbitration takes the pressure off attorneys and allows them to focus on the primary goal of controlling the conversation and making the most compelling presentation possible.