

## Exhibits & Graphics

The computer generated graphic or animated exhibit captures the juror's attention, supports testimony of key witnesses, and enhances the focal points of the case theme. Research shows that after 3 days, listeners retain 10% of the information they hear verbally, 35% of the information they visualize, and 65% of information presented both verbally and visually.

Graphic designers at Jurinex specialize in developing high quality exhibits that are clear, concise, and effective at creating memorable impressions on the jury. We can also quickly create, modify, or enhance exhibits in real time to adapt to the needs of the attorney during the progress of the trial.

### INFORMATIVE

Most modern trials require education of the average juror regarding the complex issues at the heart of the case. Also, in this visual age, most adults learn faster and retain the information much longer if the information is presented in a combined visual and audio media format. Jurinex exhibit concepts, tested and refined through interviews with thousands of jurors, are the foundation for building informative exhibits that educate jurors on key trial concepts.

### MEMORABLE

Concepts supported by impressive and easily understood visual exhibits are remembered long after the memory of specific testimony has dimmed. These memories contribute to the story the juror advocates in deliberations. Jurinex uses in-house graphic designers as well as animation specialists from around the world to create memorable exhibits that most effectively support our client's position.

### PERSUASIVE

The credibility of the client and their counsel is directly related to the image they convey in the courtroom. Jurinex consultants specialize in developing the highest quality, most professional graphic and animated exhibits available. The proper number of exhibits and the timing of their presentation contribute to the image of a polished and persuasive trial team. Presenting the evidence in this manner enhances the confidence jurors have in the litigant which also increases juror confidence in the client's case story.