

Trial Technology

During trial the greatest challenge for counsel is to quickly and effectively capture the attention of the jurors in a manner that both educates and convinces them of the correctness of the evidence presented. Providing solutions to assist counsel in overcoming typical juror problems such as preconceived attitudes, boredom, lack of subject knowledge, and bias is the job of the Jurinex consultant.

Jurinex can provide operating systems and personnel to provide maximum audio visual impact and support. This can range from exhibit or animation presentation to record/evidence organization and presentation. An organized and efficient presentation creates a positive impression on the jury and gives confidence in the arguments of counsel.

VISUALIZE

It is important that each juror create his/her own mental picture in accordance with the story counsel is presenting. To accomplish this Jurinex provides the capability of developing and presenting complex demonstrative and animated exhibits. The success of these high resolution and appropriate exhibits are the result of the Jurinex Team's early involvement in the development of the case strategy and related research. The continuity of exhibit style and emphasis is important to persuade the jury of the logic of the story.

EMPHASIZE

Once the jurors began to visualize the concepts presented by the exhibit material they must be made especially aware of the importance of certain points within the material. This is done by high lighting or emphasizing the salient points within the exhibits. Repetition is also important. The major points should be high lighted and repeated in various forms and on various exhibits to reinforce the item as fact. Jurinex makes a large selection of audio visual options available for the presentation of counsel's case.

Support: The Jurinex team provides manpower in the court room to operate the various audio visual aids. The smooth and efficient location of exhibit material and data conveys an image of competence on the part of the attorney. It also gives the jurors a sense of trust and confidence in the attorney because he is organized and confident. Jurors tend to accept and identify with presentations made by credible and efficient witness and counsel. Jurinex can assist the litigation team to make a polished and effective presentation.