



The Focal Point LLC

Powerful visuals to teach key concepts

Great design engages and educates; it keeps the jury interested enough to learn and remember information. Graphics are important tools that help jurors become effective advocates for your side during deliberation.

Great design

Our design work is the best in the industry. To create the most successful solutions for your case, we constantly refer to our five design principles:

- 1) *Persuasive* When we do our job well we help jurors see your version as the truth
- 2) *Strategic* We are directed by the specific needs of your case
- 3) *Innovative* Only through tailored designs do we most cogently express ideas
- 4) *Stimulating* When we make beautiful graphics people engage, and when people engage they learn and remember
- 5) *Complete* Truly finished products make the most powerful impact

Process management

From the beginning of an engagement through the end, we have systematic processes for managing workflow, monitoring budget, guaranteeing quality, and meeting deadlines.

Client support

For each case, we provide customized, password-protected websites and file-share access to you, whether at your desk or if you're mobile. We keep pace with your team, delivering timely communications and in-the-trenches war-room support.

Production

We offer a wide range of trial exhibit materials, from simple boards to projected exhibits, animations, scale models, and interactive flash presentations.

Expert witness presentation support

We regularly work with expert witnesses to help them develop and refine their presentations so they can provide more persuasive testimony.