



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.