

# The Importance of Trial Technology



How much data do you consume on a daily basis?  
How much of it do you remember?

The details of a court case can be complex. Using trial technology helps you present your case in a way a jury can understand and remember.

**Visuals are processed  
60,000x faster in the brain  
than text**



**40%**

of people will respond better to visual information than plain text

**65%**

of people are visual learners

**80%**

Color visuals increase the willingness to read by 80%

**“When trial presentation software is used, you have a jury that is more attentive and follows the evidence much more closely as it’s being received than they would if pieces of paper were being passed around”**

Hon. David McKeague, 6th Cir.

## MESSAGE RETENTION AFTER 3 DAYS



10%

Bullet List



50%

Visual Slides

## CHANCE OF ACHIEVING OBJECTIVE



10%

Bullet List



67%

Visual Slides

**TRIAL TECHNOLOGY CAN SPEED UP CASES BY 50%**

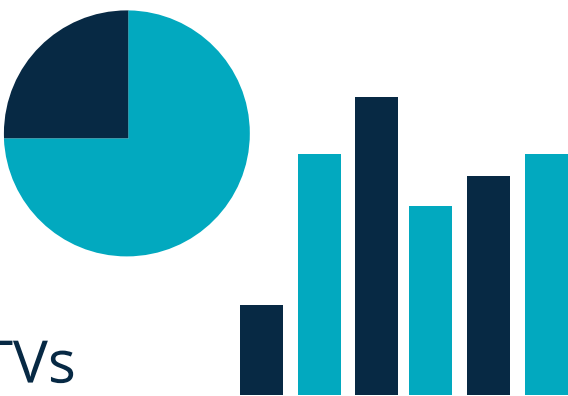
“It’s also more efficient and a case can be presented in half the time. It’s a win-win because if the trial time is cut down by half, the chances of the jury staying engaged is that much greater.”

Hon. David McKeague, 6th Cir.

**How will you present  
your next case?**

screens - projectors - monitors  
doc-cams - exhibit boards - LCD TVs

Contact LS365 to learn how our trial support services can help you at your next trial.”



<http://www.presentationmagazine.com/presentation-skills-1-use-visual-aids-7320.htm>  
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<http://www.fastcompany.com/>  
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