



# Capabilities Overview



# THE DATA COMPANY

Trial Support Services



Courtroom Graphics & Media



Document Management



Video Services



[www.TheDataCo.com](http://www.TheDataCo.com)

# The Data Company Difference and Advantage

Today's jurors need to see it to believe it...and The Data Company will help you make the most powerful and persuasive visual presentations. Founded in 1975, we provide attorneys, jury consultants, and litigation support staff with a complete package of services including trial support services, courtroom graphics & media, document management, and video services.



The Data Company relies on a professional staff combining years of education and experience to serve our clients—not on anonymous outside contractors. Coupled with a consistent customer-first attitude, our loyal clientele relies on our absolute commitment to quality. This is critical for all of us, because litigation is a zero-defect game.

## **Focusing Exclusively on the Legal Community**

Our clients are leading law firms, attorneys, litigation services organizations and others exclusive to the legal industry. You are our sole audience, enabling us to focus all of our attention on you and your unique needs.



### **Trial Support Services**

- Onsite Hearing and Trial Staffing
- War Room Management
- Courtroom Equipment Rental
- Mock Trials and Focus Groups
- Web-Based Application Hosting (DataLawyer)



### **Courtroom Graphics & Media**

- Graphics
- 2D & 3D Animations
- Creative Consultation
- Presentation Software and Support



### **Document Management**

- Scanning & Imaging
- E-Discovery
- E-Filing
- Photocopying
- Database Storage and Retrieval



### **Video Services**

- Video Depositions
- Editing
- Video Conferencing Suites
- Certified Legal Video Specialist Services
- Forensic Video
- Digital Encoding

## **Loyal Client Base**

Our clients return to us again and again — because they recognize the advantage we provide to them in and out of the courtroom.

Let us put our experience and expertise to work for you today.



# Trial Support Services

What does it take to win a trial? What can we do to make that job easier?

Whether you need onsite staff for the duration of your trial or just the equipment to present in the courtroom — we're here to make your life and your job easier and more successful.

## **Onsite Hearing and Trial Staffing**

With offices conveniently located both in the Mid-South and on the West Coast, our specialists can reach you anywhere in the US within hours. Wherever you have a trial, we can provide technologists, communication specialists, designers, videographers, digital editors, presenters and other professionals.

We can assist in planning, staffing and implementation. Most of all, we become members of your team throughout the litigation process. The Data Company is with you for the duration.

## **War Room Management**

Wherever your case is going to trial, your trial team needs to hit the ground running when it's time to do battle in court. Whether short- or long-term, a remote operating office dedicated to the case has special requirements that set it apart from day-to-day business. Technology, access, functionality, and efficiency — all of these features take planning and experience to implement properly.

We've designed, implemented and operated war rooms in state and federal jurisdictions in every part of the country. We have staffed and furnished teams for cases of all sizes and complexities.

## Courtroom Equipment Rental

Just as we can equip your war room, we also can attend to all of your courtroom needs.

- Laptops with internet access so that you can connect to all of your documents in the DataLawyer system – Don't be caught off guard in court
- Multimedia projection systems
- Video monitors and playback
- Graphic display systems
- Anything you need for an effective courtroom presentation

## Mock Trials and Focus Groups

The Data Company is home to one of the most technologically advanced courtrooms in the country. Our full-scale mock courtroom can be used for mediation, arbitration, witness preparation, jury consulting and mock trials.



A mock trial is the most efficient way to finalize your techniques, strategies and strengths before your trial begins. You'll find all the resources you need to conduct your mock trial at The Data Company. Or you can use the courtroom to prepare your witnesses or familiarize your trial team with the presentation technology.

We've integrated the latest technology features to further enhance your trial preparation. Multiple computer-controlled cameras can record and observe the courtroom. A multi-framed video system shows images focused on the judge, jury, witness stand and counsel tables. Relax in the executive meeting rooms and observe the live video feeds without directly affecting the courtroom process.

## Trial Support Services, continued

### Web-Based Application Hosting: DataLawyer

As you and your colleagues prepare for trial, where are you going to host all of your thousands of documents? And if you're working on the case with other firms, which company is going to host all the software applications you'll need?



**DATA** Chances are that no one firm wants to take over the IT responsibilities for the full litigation team. And why should you when we have the DataLawyer advantage?

**LAWYER** **Let Us Manage Your Remote IT Needs**

DataLawyer is our proprietary, web-based application hosting system. Simply stated, we will manage your documents and your IT needs throughout the duration of your case. Your firm does not need to purchase special software – we have it available for you.

### Access Your Files and Applications – Anywhere

Regardless of your trial location, as long as you have a web connection, you have full access to your files and to all the software applications you need to conduct business. We host them on our servers, and you log in through a secure web-based portal – that's it.



## The DataLawyer Advantages

- **Mobility.** Using the latest encryption methods and software security, you can access your files and programs from any Internet-connected machine.
- **Versatility.** We can place a wide range of digital information you require on our secure servers, including all Windows-based applications. DataLawyer is compatible with all major operating systems including Microsoft Windows, Sun Microsystems, Unix, Linux, and Mac.
- **Affordability.** Effective data sharing can be either time-consuming (shipping documents back and forth) or expensive (purchasing hardware, software, additional IT staff, and high-bandwidth connections). We offer a feasible alternative.
- **Neutrality.** We are a neutral party in your proceedings. This enables simple data sharing with co-counsel, clients, or anyone you authorize to view your sensitive material.



## Feel Certain of Information Security

Applications and data are hosted in our centrally managed data center where they are secure, supported, maintained and upgraded. Our IT staff is fully trained to keep your information safe behind firewalls and secure socket layers with 128-bit encryption. And the information is physically secure in a protected environment with limited access through secure key cards. You will never have to worry about your data security.



# Courtroom Graphics & Media

For litigators trying cases in an era of high technology evidence and TV-bred jurors, you need clear and concise imagery to capture your jury's imaginations.

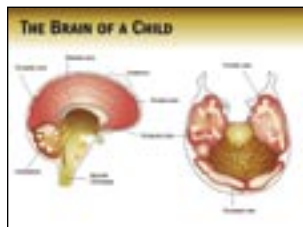
Imagery transcends language, jargon, scientific description and technical terminology. Harnessing the power of visual communications gives you a distinct advantage over just spoken or written words.



Information design experts at The Data Company design and produce everything from simple display boards to fully rendered 3D animations.

## Graphics

Charts, graphics, diagrams and illustrations are ideal as you simplify statistical data, illustrate trends or diagram a complicated locale. Meshing visual aids with oral testimony or closing arguments will increase juror attention and recollection. Let our team of expert artists attend to your every courtroom graphic need to give you even more power to persuade.



## 2D & 3D Animations

Let your jury witness first-hand the events you're presenting. We can bring your argument to life with realistic and informative animations. From medical simulations to accident reconstruction or physical location renderings, we can help make the jury see it all.



### The Animation Edge

- Convey ideas and facts more concisely and persuasively than just the oral testimony
- Help the judge and jury comprehend difficult information
- Clarify confusing information
- Bring tedious information to life



### Creative Consultation

Our experts will work closely with you on story development, graphic themes, visual strategies, multimedia integration and courtroom presentation planning. We can help you determine the right visual and creative strategies for your case and jury.



- Story Development
- Graphic Themes
- Visual Strategies
- Multimedia Integration
- Opposing Graphic Strategies



From determining the right tools to manage document-heavy cases and working with you to weave a compelling story to actively assisting you in presenting your case in court, our staff will draw on its wealth of knowledge and expertise in local, state, federal, and international venues.

### Presentation Software and Support

Dramatic growth in the quantity and complexity of evidence presented in court requires seamless integration. We work with every major application in the litigation arena and will help you determine the most effective tool where it counts – in the courtroom. Our team sets the standard in trial presentation technologies, giving you the advantage during trial. We can help you identify your case's technological needs and then provide the software consulting and courtroom presentation support to move you effortlessly through the litigation process.

# Document Management

We offer the very best services to organize, manage, and present your evidence, all provided by our own trained, professional staff, and all meeting the highest standards of quality control.

## Scanning and Imaging

With our large in-house scanning department, we can take your paper documents and convert them to electronic images so you can view them all – anywhere, anytime. We also offer in-house scanning if you need to keep documents on site.



Scanning your documents reduces hundreds of boxes of paper to tiny CD-ROMs or DVD-ROMs. Not only do you save space, but also your files are highly protected – they can no longer be lost, edited or destroyed. And we can provide optical character recognition (OCR) capability, giving you the ability to search all document text quickly.

## E-Discovery

As e-discovery's popularity and necessity grow, you can turn to us to take you through this relatively new process. Companies no longer store hard copies of documents. Increasingly, corporate data is maintained digitally as files, images and emails. We can assist you with e-discovery requirements by converting these file types to manageable text and graphic files that are as organized, searchable and usable as the scanned documents familiar to you. If you have forensic e-discovery needs – recovering previously deleted or erased files – we can simplify and manage that process as well.

## **E-Filing: DataBrief**

As a leading-edge technology firm, we are pioneering the e-filing revolution. Electronic briefs are now accepted in most jurisdictions and are even required in some. With convenient links to exhibits, supporting case law, animations and video depositions, your e-briefs can dramatically improve the court's ability to digest your submission, especially in complex cases.



Called *DataBrief*, our e-filing service eliminates the clutter of boxes, file folders, binders, and other accompanying materials in favor of a single CD-ROM that is completely hyperlinked to case law, exhibits and transcripts for easy reference.

## **Photocopying**

Photocopying will continue to be a staple of the litigation process. As a true one-stop shop for your litigation services needs, we have the high-volume copy services you need with the quality and turnaround you demand.

## **Database Storage and Retrieval**

It is no longer true that a matter in litigation must be enormous to warrant a custom database to handle information, exhibits, documents, video clips or other hard data. We've developed tools that simplify tasks for even small matters, adding efficiency and the power of information at your fingertips. We have the staff and equipment to build and code your database – inputting critical data into legal programs such as Summation, Concordance, and other popular software. We will enter both the objective and subjective fields for you.

And, of course, you have access to all this information – anytime, anywhere – through our DataLawyer system.

# Video Services

From our very first video production decades ago, The Data Company has been at the forefront of this critical litigation tool. Pioneering technologies and finding practical applications for them have been a trademark for us and a way of life. Provided by certified legal video specialists (CLVS), our full range of services includes proprietary services such as forensic video that is not commonly found in the private sector.

## Video Depositions

This is one of our core services — and our objective is to capture testimony without losing the impact of dynamic events. We shoot with broadcast-quality cameras and come fully equipped with audio control, wireless lapel microphones, monitors, lighting supplements and background shades. We can also create an audio recording for court reporters. We have produced thousands of video depositions nationwide, and we take pride in a zero-defect product.

**Day-in-the-Life Videos.** Today's jurors have been watching television for a long time, and they are sophisticated judges of video programming. A story, developed from your key message and crafted using our technologies, must be compelling, understandable and effective. You benefit from our long experience creating courtroom videos to tell your story.

## Editing

We can professionally edit any video you bring to us or that we make for you. Analog or digital, we employ a number of video editing hardware and software solutions. Our technicians are highly skilled and are qualified to create programs that are compelling, succinct and tell a story. Our producers work with you to build a script for your program or to create short segments incorporating key points and trial themes.



## **Video Conferencing Suites**

The Data Company's video conferencing services are designed uniquely for the legal community. When you need to connect remotely with clients or partners, we offer the technology, privacy and amenities you need to conduct your business professionally.

Our video conferencing and teleconferencing equipment is the most advanced available. A one-to-one link connects you with one other office. Or, take advantage of our one-to-many video links, which create up to 10 simultaneous connections. You can videotape your own segment of the conference or your partner connection to ensure an accurate record of the day's business.

## **Certified Legal Video Specialists**

In Memphis, Tennessee there are three individuals with the status of Certified Legal Video Specialist. And all three work right here at The Data Company.



## **Forensic Video**

The Data Company has one of the few technologies outside of the FBI and other agency crime labs that will enhance surveillance video into a clear and understandable film. With video cameras everywhere these days, it is frequently possible to find a camera that recorded an incident, but making the images understandable requires a skilled technician with the right tools — and we have both.

With our forensic video tool we can decode multiplexed images, turn time-lapse video into real-time, stabilize unsteady surveillance video, track images of a person in a large crowd, pull readable information from dark areas of the video or complete a host of additional analysis tasks. Ask us about the possibilities.

## **Digital Encoding**

In our video lab we can take any analog videotape or film and transfer it to a digital format so that you can access it from any computer. We take great care in preserving the quality of the images and audio so that you can trust the digital results. We can load your video to a digital repository, synchronize it with the same ASCII text created by the court reporter, and allow you to select the video sequences you need — simply by using the page and line number from the transcript.



# The Data Company Is Your Solution

## Memphis Headquarters

The Data Company's many departments and staff provide nationwide litigation support from our own five-story building in downtown Memphis, Tennessee. From this convenient Mid-South location we are only hours away from our clients at premier law firms throughout the nation. State-of-the-art communications systems, video conferencing facilities, and the FedEx hub in Memphis enable our loyal clients in every state to work with us as if we were across the street!



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## San Francisco

To better serve our fast-growing clientele on the West Coast, The Data Company has a regional office in downtown San Francisco. Staffed with legal industry veterans who have decades of trial experience, this office supports attorneys practicing in high-stakes areas such as intellectual property, product liability, entertainment and more.

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## Management Team



**Hal Ferrell**  
CEO



**Charles Wright**  
President



**Cole Taylor**  
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**Angela Summers**  
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**Doug Filter**  
Director of  
Creative Services

## More Information

For more information on our services, we invite you to visit our web site. You can learn more about our clients' successes and how you can benefit from partnering with The Data Company for your next trial.

**[www.TheDataCo.com](http://www.TheDataCo.com)**

# Let us put our expertise and experience to work for you...

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