

ACBA endorses cutting-edge visual aid services provider

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- David Blaner, ACBA Executive Director

by Tracy Carbasho

Visual Evidence Corp. was giving attorneys the upper hand in captivating jury members long before television shows dramatized courtroom proceedings and news programs aired live trial coverage.

The company, based near Cleveland in Valley View, Ohio, is so adept at providing vivid, easy-to-understand and compelling visual aids that many cases settle before going to trial when opposing counsel sees what would be presented to a jury.

A case in point: The law firm of Weston Hurd in Cleveland retained the company in a wrongful personal injury case involving a stamping press operator whose arm was severed while using a 90-year-old machine.

Manfred Troibner, the president and co-founder of Visual Evidence, constructed a nine-foot stamping press that cycled up and down in accordance with the rhythm of the original machine. The model featured safety guards that matched those used at the plaintiff's place of employment. After opposing counsel saw a demonstration of the model, a settlement was reached without proceeding to trial.

Attorneys for Weston Hurd are quick to herald the value of the services provided by Troibner's company.

“I would seriously recommend Mr. Troibner's services to anyone contemplating the necessity of creating demonstrative evidence for courtroom use,” said Mark O'Neill from Weston Hurd. “His work is of the highest quality and our working relationships with him have always been marked by promptness, reliability and on-time delivery within the budget.”

Those are among the same qualities that made the ACBA want to endorse Visual Evidence. ACBA Executive Director David Blaner and Assistant Executive Director Dave Leonard met with representatives from the company in April 2012 to discuss its capabilities.

Following the meeting, the ACBA negotiated a reseller agreement between Proliance Solutions, which was then the bar association's for-profit subsidiary, and Visual Evidence to offer courtroom graphics and litigation support services in Western Pennsylvania.

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“Proliance Solutions and Visual Evidence worked together on several significant cases in the past year,” added Blaner. “These cases required modeling, accident reconstruction, or demonstrative graphics. So far, we have received positive feedback.”

Even though Proliance closed its doors in July of this year, Blaner thought it made sense to continue the ACBA's relationship with Visual Evidence by providing an endorsement. The endorsement is a good fit for the company's strategic plan to grow its business.

“We will accomplish our goal by signing value-added resellers or partners either directly or via endorsements like the one we have with the ACBA,” said Troibner. “The Pittsburgh market has always been attractive to us since it's about two hours from our office in Cleveland. We had a very successful partnership with Proliance during the past 12 months and we are looking forward to maintaining our Pittsburgh presence by means of the ACBA.”

The company, aimed at helping attorneys effectively present their evidence with the ultimate goal of winning cases, has been growing its business primarily by word-of-mouth referrals from satisfied clients since it was founded in 1987. It provides a full array of services, including interactive multimedia, animations, three-dimensional scale models, law enforcement defense, medical illustrations, custom charts, graphs, timelines, and other illustrations, as well as courtroom support, printing, and imaging.

“I built our first 3-D model around 1993-1994. Since that time, we've taken advantage of emerging computer and audiovisual technology,” said Troibner, a skilled model maker. “We are currently experimenting with high-definition touch screen technology for use in the courtroom. The concept is similar to what you see when you're watching the weather on TV.”

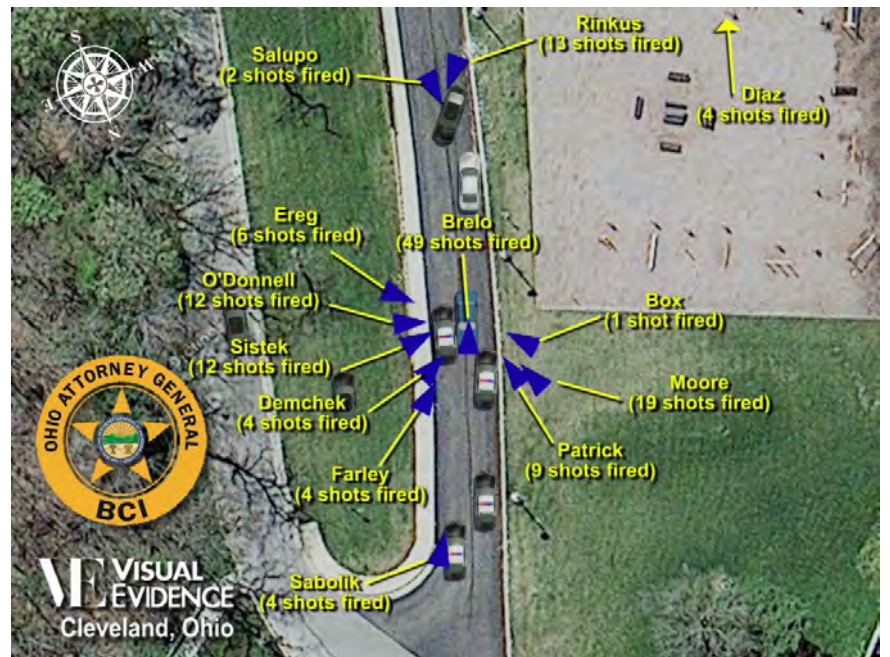
“We can provide an attorney with a large-format flat screen monitor that connects to a larger format projection system and he or she can point and click on key portions of a piece of art we've created on the touch screen. They can expand or shrink it to focus on specific information they want to discuss and display for the judge and jury.”

Visual Evidence stays ahead of the latest technology trends and is accustomed to making headlines.

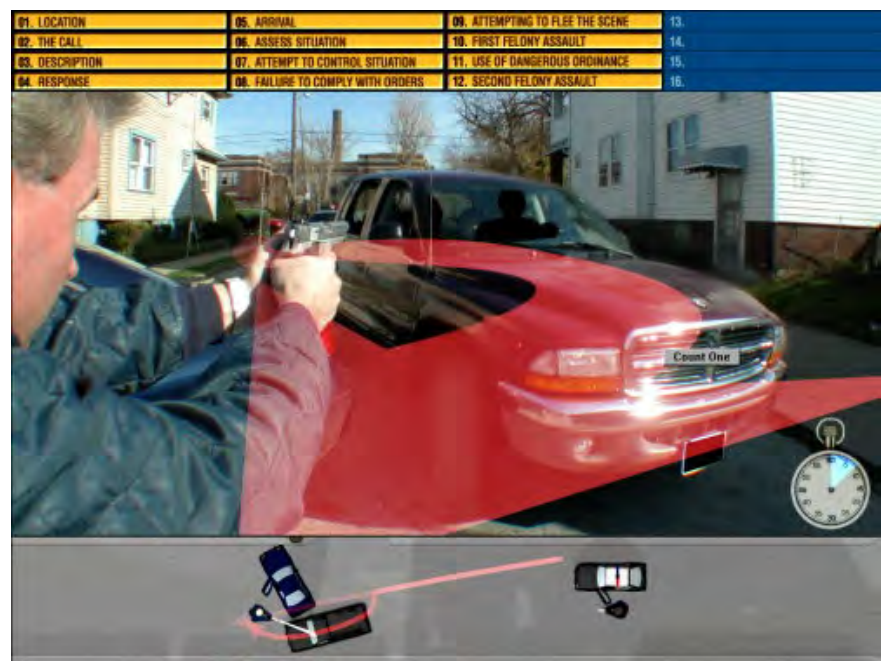
In 1994, for instance, the company earned a page in the history books as the first company to create an interactive multimedia presentation for trial in a federal courtroom.

More recently, the company was retained by the Ohio Attorney General's Office to create a police shooting animation for a major investigation for the City of Cleveland. The animation recreates the police shooting deaths of two individuals following a chase in November 2012.

Ohio Attorney General Mike DeWine noted that the purpose of the recreation was to “help investigators visualize the sequence of events based upon the officers' statements.” The case involved



A two-dimensional animation was created by Visual Evidence Corp. for the Ohio Attorney General's Office and the Bureau of Criminal Investigation. The animation was used as part of the investigation in a case involving the use of excessive force. The visual aid shows the location of the various police officers and the number of shots they fired. (Photo provided by Visual Evidence Corp.)



Visual Evidence Corp. created an interactive multimedia presentation to support a 1983 Defense Action involving two police officers. It shows a confrontation between police and a man in a truck. (Photo provided by Visual Evidence Corp.)

13 police officers with 137 shots being fired. The animation was shown on all of the local television stations and several national news programs.

Over the years, Visual Evidence has assisted municipalities throughout the country by recreating shooting incidents.

In fact, Troibner's company has provided services for virtually every type of case ranging from police shootings, medical malpractice and motor vehicle accidents to patent infringement, complex financial matters, and everything in between.

“The majority of our clients are located throughout Ohio, although we have worked for law firms and corporations around the country. These law firms may be co-counsel for local clients or have found us via the Internet,” said Troibner. “In the past two or three months, we have worked for law firms in Pittsburgh, Washington,

D.C., Boston and Washington State. Our reputation of over 26 years helps get the word out and our current client base has referred their partners around the country to us due to the excellent services and products we provide.”

Visual Evidence recently obtained a new partner in Kentucky and opened an office in Florida. Troibner's business partner and company co-owner Dan Copfer, spearheaded the opening of the Florida office and is working to increase the client base.

Locally, Dom Marone serves as the contact person and sales consultant for Visual Evidence. He had served as the marketing manager for Proliance and it was logical for him to continue serving in a similar capacity in the Pittsburgh market for Visual Evidence.

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He believes the ACBA endorsement will give potential clients a high level of confidence in the services provided by the company.

Marone stays informed about ongoing legal cases and contacts law firms either by phone or in person. He likes to conduct presentations to give attorneys a complete understanding of the services that might help them win a pending case or be useful in future litigation.

“Clients are impressed with our responsiveness, our understanding of their cases, our recommendations for the type of service they might benefit from, and the depth of our expertise with the objective of positioning them to win their case,” said Marone.

Attorneys interested in having Marone do a presentation should contact him at 412-600-5310 or via email at dmarone@ve-evidence.com.

Marone and one of the company’s designers will meet with a prospective client, listen to the facts of the case,

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Co-Founder of Visual Evidence Corp

take notes and gain an understanding of what the attorney wants to accomplish. Then, the company creates possible scenarios in terms of what service, whether it be an animation, interactive display or other model, would be the most helpful. A proposal with the cost of services is generated and presented to the potential client.

Everything from the initial meeting to the creation of the proposal is free. The client does not pay unless a contract for services is signed.

Pittsburgh attorney Adrian Roe has used the services of Visual Evidence with positive results.

“Dom Marone showed a personal interest in our case and made sure that our needs were met throughout the trial,” said Roe.

Troibner said every U.S. market is probably home to a company that provides demonstrative services. However, he believes his company is unique because it is a full-service provider, offering a long list of capabilities.

Visual Evidence excels at distilling complex and complicated information into visuals that a jury can quickly understand. After receiving information about a particular case, the company must become knowledgeable enough to understand the underlying complexities and to know what would be important to show the jury.

“We have to keep in mind that the jurors are people like you and me and not scientists or specialists, so we have to create visuals that they will understand during trial and even more importantly, during opening arguments,” said Troibner. “This is where we shine as a partner to law firms.” ■