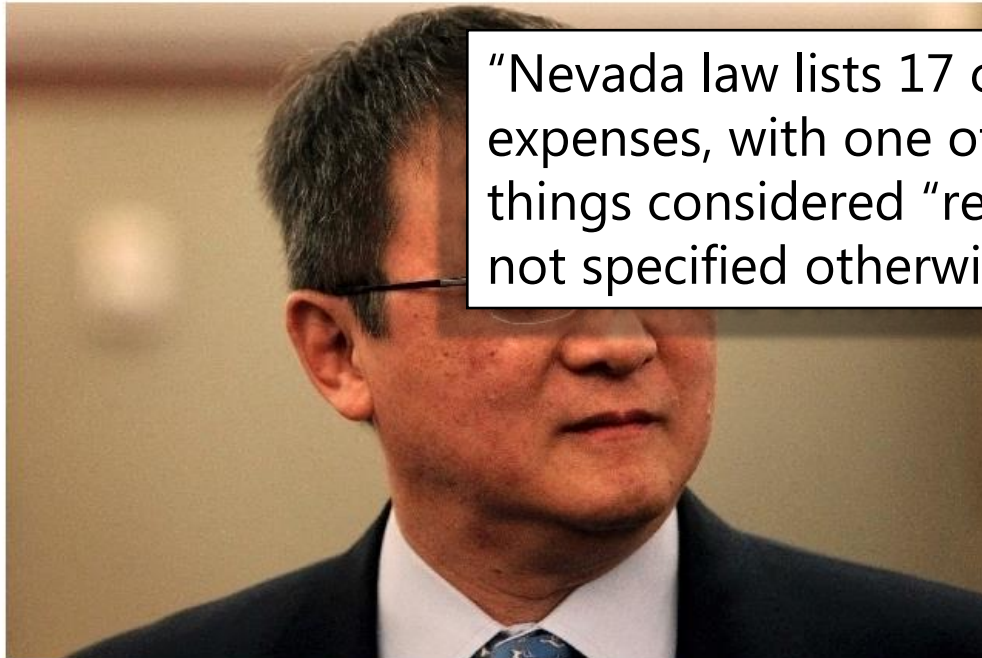




Judge OKs \$1.03 million for plaintiff's expenses in Las Vegas Sands trial



Richard Suen was awarded \$1.03 million Wednesday to cover expenses for his six-week trial that ended in May. (Review-Journal file photo)

By TIM O'REILEY

LAS VEGAS REVIEW-JOURNAL

Hong Kong businessman Richard Suen was awarded \$1.03 million Wednesday to cover expenses for his six-week trial that ended in May, 10 percent less than he had requested but far more than the 90 percent discount requested by his one-time client, Las Vegas Sands Corp.

In taking 39 minutes to deliver his ruling from the bench, Clark County District Judge Rob Bare included a ringing endorsement of the computer graphics and document management that have become increasingly common in complex trials, particularly involving business matters. Slightly more than half of Suen's bill after winning his trial — \$502,000 out of \$1.17 million — was for various slides that helped explain his case and the

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Judge OKs \$1.03 million for plaintiff's expenses in Las Vegas Sands trial



"Sands attorney J. Stephen Peek contended that Suen had broadened this clause beyond recognition to include items neither reasonable nor necessary, such as \$458,000 for the graphics or \$133,000 for a trial technician to manage electronic evidence in court."

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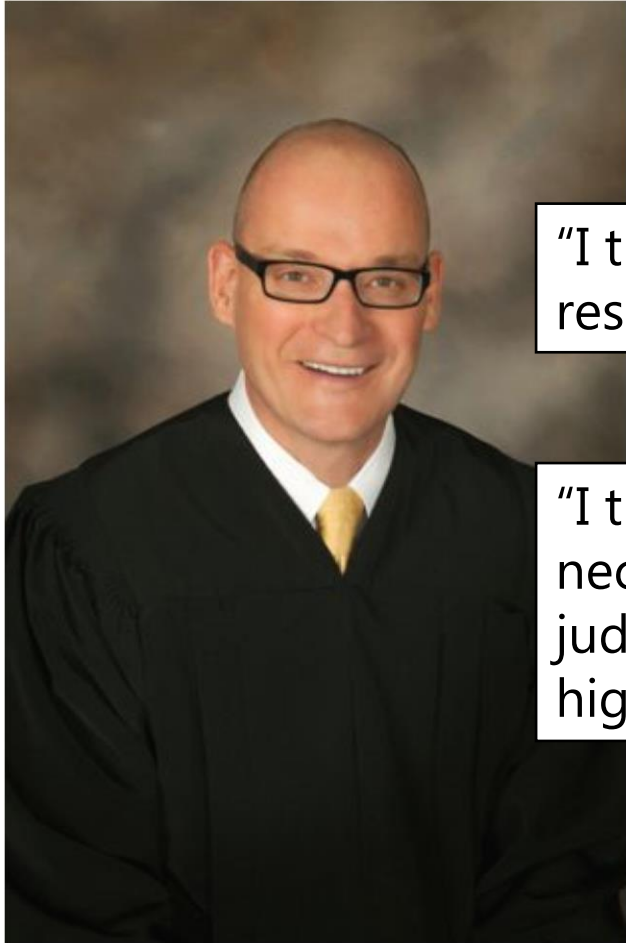
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The Honorable Rob Bare

Nevada District Court

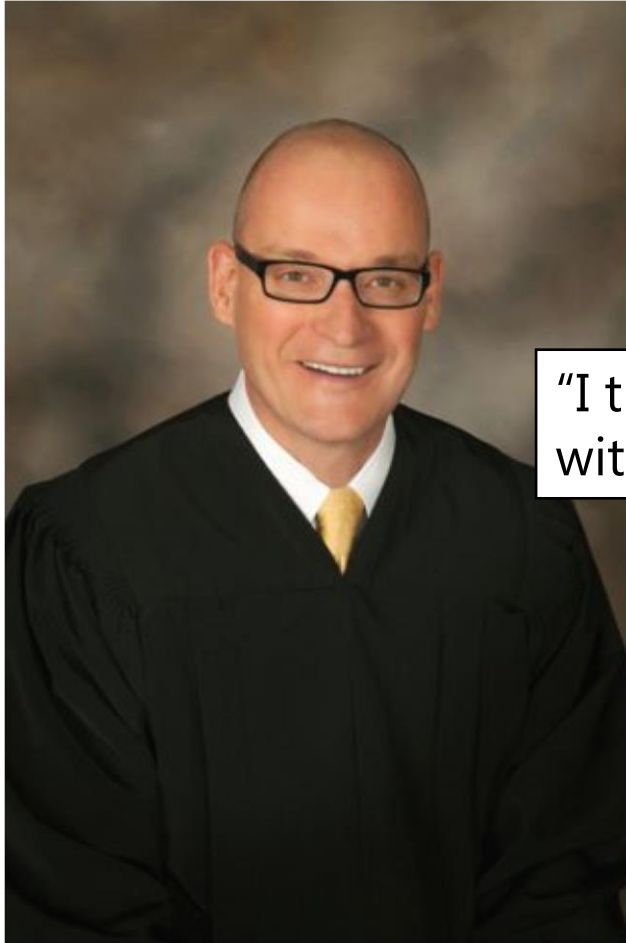


"I think members of a jury, most likely, are going to respect a more high-tech approach"

"I think they will connect with it. ... (It) is more than necessary in today's modern climate. I think the judiciary should encourage this type of professional, high-caliber type of presentation."

The Honorable Rob Bare

Nevada District Court



"I think we would have been here a lot longer without the technology to pull things up..."

Why was that \$1,170,000 spent?





The Millennial Generation

Jurors Born After 1982

Socially Liberal

Educated

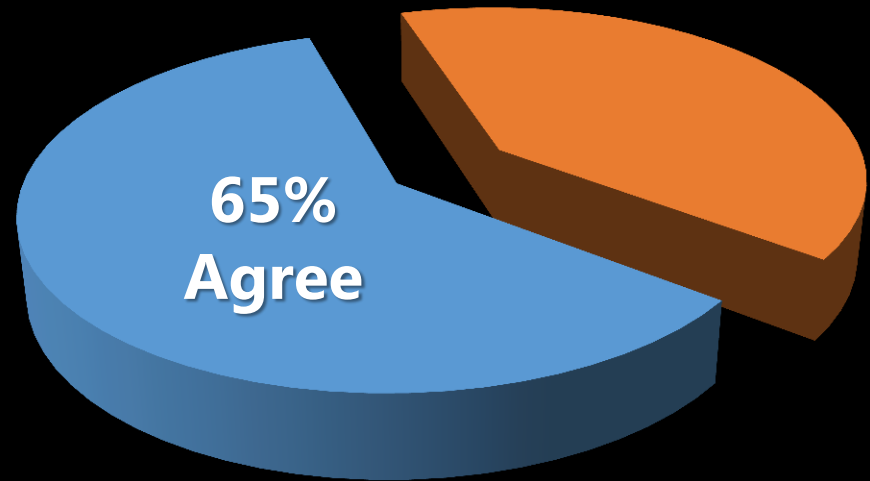
Independent Thinkers

Information Gatherers

Digital Natives

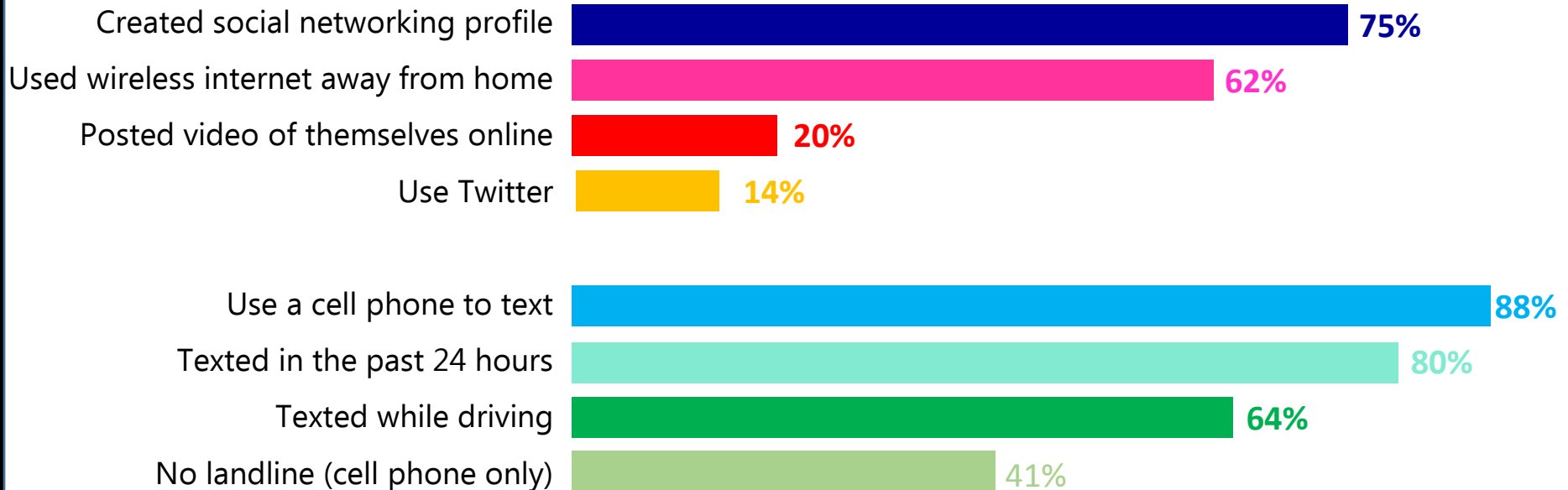
The Millennial Generation

"If I were a juror, I would do what I believed was right, even if it went against the judge's instructions."



The Millennial Generation

Internet & phone behaviors: percent of Millennials who have...



The Millennial Generation

How Millennials get most of their news:



Television
65%



Internet
59%



Newspaper
24%



Radio
18%



Other
4%

On what was that \$1,170,000 spent?



The Persuasion Strategies Experiment

Tested 5 "Juries"

1. No graphics
2. Flip chart graphics, created live
3. Static graphics, designed, but not animated
4. Animated graphics
5. Immersion: a mix of static and animated graphics used continuously so that imagery was shown throughout the presentation

The Persuasion Strategies Experiment

Benefits seen in the juries taught with graphics?



- Improved comprehension
- Better perception of the importance of central issues
- Greater perception of preparedness

Recommended Reading:

www.redwellblog.com

www.a2lc.com

www.trialpresentationblog.com

trial-technology.blogspot.com

www.litigationps.com