



VisuaLegal Success Story

Compelling Visual Narrative Helps Secure the Perfect Verdict: Absolutely Nothing.

Situation

A small pipeline inspection company, Arminius, Inc., was being sued by global oil giant Exxon Mobil. While under contract with Exxon, Arminius was conducting repairs at the corporation's Torrance, Calif. refinery when a fire broke out. Exxon sought a \$30million claim for breach of contract and negligence.

Arminius secured independent counsel as representation and the process of preparing a defense began, setting the stage for an epitomical David versus Goliath legal battle. While the defense team was confident that the facts of the case indicated Arminius had acted without negligence, it knew that facing one of the world's largest corporations in court would be a mammoth undertaking.

Defense counsel understood that it would need to utilize every strategic resource available to bolster its argument and gain a competitive advantage in front of the jury.

Solution

Counsel engaged with [VisuaLegal](#), a San Francisco-based video production and legal graphics team, to translate the facts of the case into a visual narrative that would engage and persuade a jury. VisuaLegal's decades of education and experience in technical illustration, film and video editing and producing, 3-D animation and psychology has uniquely prepared its team to identify a case's dramatic narrative elements and present them in a visually compelling way.

The team provides comprehensive legal graphics support by following a proven three-part process:

- **[Preparation](#)**: For the Arminius project, VisuaLegal first held in-depth discovery sessions with counsel to distinguish representative storytelling arcs and determine which would most effectively complement the defense argument. Culling through several hundred emails and documents, the VisuaLegal team demonstrated its commitment to serving as true a partner to counsel and understanding the case at its most granular level.
- **[Production](#)**: VisuaLegal produced animated versions of all critical documents in evidence, redacting and highlighting key content to support precise themes it had developed as part of an overarching defense narrative. The team also had opportunity to apply a theatrical eye to the development and production of special animations and videos that brought the opening and closing statements to life.
- **[Presentation](#)**: VisuaLegal provided daily trial support for the month-long jury trial. The team's intimate knowledge of the defense strategy prepared VisuaLegal to dynamically and intuitively respond to courtroom developments on demand at key junctures. VisuaLegal managed a massive media library for the defense, seamlessly switching from scrolling deposition video to live highlighting and scaling of documents, as needed.

And while court would adjourn at the end of each day, VisuaLegal would not. The team served around the clock as valued subject matter experts, holding nightly debrief sessions with defense counsel and developing a storytelling strategy for the following day.

Results

The jury delivered a unanimous 12-0 verdict in favor of the defense. Exxon was awarded \$0 of the \$30 million it had sought, and Arminius was awarded its legal costs. "Nothing" was everything to counsel and

its client, and their courtroom success is attributed in large part to VisuaLegal's vision for and dedication to the case.

"Their continued diligence throughout the month-long jury trial, often working with us the night before presentation, was a palpable and contributing factor to our successful defense against a significantly larger and well-funded opponent," said defense counsel Russ Petti, PC.