

Fearless Eye Brochure



Welcome to Fearless Eye

Since 1992, we have produced hundreds of computer visualizations for professionals who are solving complex problems in the fields of art, science and engineering. We believe our clients deserve high quality computer visualization services that are accurate, defensible, and aesthetically designed. Whether intended for a legal case, a sales presentation, or to persuade others, our mission is to help our clients win by successfully telling stories through the use of animation, 3D imagery, and interactive presentations.

Computer Visualization

People seek visual reinforcement for the things they need to understand. Computer visualization enables a person to visually experience a place or an event that is closer to reality than any other media. This leads to breakthroughs that introduce people to new ways of thinking about existing problems – prompting insight, revelation, and innovation.

Return on Investment

Through the power of computer visualization, we help our clients save thousands of dollars by preventing costly mistakes, discovering new ideas, communicating more effectively, and winning favorable decisions.

Commitment to Service

At Fearless Eye, we are committed to making sure our product matches your needs. While we realize there are typical last minute changes, refinements, and additions for projects that require a high level of visual communication, we have always guaranteed completion dates for our projects. Our guarantee is derived from our long-standing experience, our work ethic, and our efficiency. As you review our website, and many examples of our work, please feel free

to contact us directly so that we may answer your specific questions.

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Fearless Eye History

Company president Brad Mathison founded Fearless Eye in 1992.



Mr. Mathison began his career in the earliest days of 3D computer visualization while completing his graduate education at the Virtual Environments Laboratory of North Carolina State University. During his tenure at the VEL, Mr. Mathison learned the fundamentals of technical visualization by designing a wide range of project animations including analysis for The National Weather Service, The Environmental Protection Agency and The National Oceanic & Atmospheric Administration as well as animations for numerous architectural and product design overviews.

While at the VEL, Mr. Mathison recognized an emerging need for quality computer aided visual design with respect to the goals of commercial engineers, scientists, attorneys, architects and medical professionals.

With the philosophical concept that the 3D virtual camera could safely go where a person could not, the company known as Fearless Eye was successfully launched soon thereafter.

Fearless Eye hit it's stride in the early 90's with several benchmark projects including the computer visualization of the earthquake structural repair of the Los Angeles Coliseum for the county of Los Angeles and the computer animation of the Princess Diana Car

Crash, among many others.

Over the ensuing years, Fearless Eye has successfully accumulated one of the most comprehensive and long-spanning project archives of visualization for the engineering, science and legal industries in the nation.

Areas of Expertise

Forensic Visualization Services



Legal professionals require high quality forensic animation and other visualization technologies, designed with an attention to accuracy and a foundational accountability to real world data. Your visualization team should be recognized by its' peers in the community of legal experts. We achieve this recognition by maintaining one main goal:

“To accurately represent your opinions and those of your experts with the highest level of technical integrity and visual acuity.”

With experience in the legal industry since 1992, working with hundreds of cases, numerous depositions and testimonies at both the State and Federal level, and with tens of millions of dollars for successful verdicts and judgments awarded to our clients,



we possess one of the longest track records for legal animation and visualization work in the country. Our knowledge base of how past cases have succeeded or failed, is constantly called upon by our clients. And the fact that we are not attorneys, gives us the unique ability to look at a case from a laymen's perspective.

When you hire Fearless Eye as your visualization experts, you receive the benefit of the following:

- A long track record of significant contributions to successful mediation and trial awards.
- A company whose expertise in clearly communicated technical visualization is interwoven into the company culture from the top down.
- The maturity of a staff of visual designers whose case portfolio and education is such that we understand the language and science of your engineering, medical and technical experts.
- A team approach that stresses communication between all parties involved in your case with the creation of long-lasting relationships in mind.
- A team of multi-media experts whose collective knowledge of the latest digital tools is called upon to consistently offer you accurate and appropriate solutions in presenting your argument.

Two Types of Animations

Because some animations are designed for pre-trial events such as settlement conferences, depositions, mediations, arbitrations and mock trials as opposed to final trial preparation work, we offer two types of animations.

1) Quick-response Animations

First, we offer quick-response animations that can be used to show a basic demonstration of how an accident occurred, thus permitting you to assess your legal position at an early stage. They are usually based on preliminary findings, basic measurements, and other third party data such as police or NTSB reports. Quick-response

animations can also be exploratory, which enables you to test out your theories before you hire your expert team and it enables you to determine what experts you may need based on the animation outcome.

In many cases, the math behind quick-response animations is sufficient for trial needs. Examples of this include animations based on detailed police accident reports, animations based on constant or simple speeds of vehicles, animations based solely on eye witness reports, or animations where the dynamics of an accident are less important than what can be seen, such as line-of-sight issues.

2) Trial-ready Animations

Second, we offer trial-ready animations that have more detail and realism than quick-response animations. Trial-ready animations are demonstrative exhibits that are based on expert analysis and are tightly integrated with all of the evidence discovered in a case. They are usually longer than quick-response animations and take form as either a timeline or a narrative story with included titles, transitions, photos, videos, illustrations as well as a host of other multimedia elements.

The natural production flow for a case is to first produce a quick-response animation and move towards a trial-ready animation as your case builds and warrants the necessary work. In some instances, if you know your case will be going to trial, we can skip the first stage.

Creative Thinking – Building a Stronger Case

Many times, animation leads to new discoveries and theories by the attorney, animator and expert. When these professionals work together to understand the juxtaposition of objects, key views, and time/distance

relationships for all the characters in a scene, almost inevitably, it leads to important discoveries that help build a stronger case (i.e. Chauhan). This is one of the most overlooked, but greatest benefits of using computer animation to try your case. We've witnessed this on countless numbers of cases. Attorneys hire us to produce an animation, thinking they already know their position, but once we begin to visualize their story they have "a-ha" moments that strengthen their overall case.

And when it comes trial, 3D visualization enables attorneys to educate jurors more efficiently and in clearer ways than non-visual methods. Psychologists estimate that two-thirds of the typical lay audience are visual learners, whereas many lawyers are verbal learners. Verbal learners will try to teach in the same way that they learn, by speaking. Visual learners will want to be taught by "seeing." Computer animation and similar type exhibits enable Attorney's to match their audience with the appropriate tools.

There are additional benefits when using 3D visualization and forensic animation. They include:

- Enables views from various perspectives
- Turns complex data into understandable information
- Makes boring information interesting
- Increases viewer retention
- Recaptures the drama of an accident

Animations v. Simulations

There are distinct differences between Animations and Simulations. Animations usually illustrate the testimony of experts. They are typically referred to as "Demonstrations of an Expert Witnesses Opinion" showing the

theory of what happened in a particular case. They usually encompass a myriad of data including: police reports, total station surveys, CADD drawings, photographs, time/distance calculations, aerial photography, exemplar models and many others.

Simulations (such as SMAC) are often used by a variety of legal experts to test the dynamic parts of a case in-order to help shape their opinion. Simulations are based on real-time software calculations that help determine and can predict the final outcome of an accident. Parameters, such as distance, slope, friction, coefficients, and speed, are input into the program while mathematical formulas calculate the results and are then depicted as 2D graphics or tabulated data. Sometimes, they take on a 3D form, but rarely do they match the level of detail and realism that a computer animation can generate. Typically, simulations are used for research and are rarely used as a final work product for trial. There are several reasons for this, including:

1. Reality is difficult to program
2. Accidents have many variables
3. Prohibitive cost
4. Sight anomalies and errors can make the final product inadmissible
5. Lack of flexibility when combining multiple sets of information and opinions
6. Lack of image realism

Hybrid Solutions that combine both animations and simulations are sometimes used to for complex cases such as aviation accidents. For example, Fearless Eye will sometimes use a simulation program to calculate the pitch and bank of a plane as it flies through the air based on average wind speed and known heading vectors. We will then export this information and

make it a part of our final animation that is based on measured radar data. In this way, we combine known points-in-time (locations) with simulated plane movements, to create an empirically based animation that has realistic looking pitch and bank motion as well as accurate heading and location information. The animation has not been tainted by the simulation work we produced. It has simply been enhanced. **See Carnahan v. Parker Hannifin for a Case Example.**

Experts - Collaboration Between Animators and Experts

This communication and collaboration is paramount to successfully and accurately visualizing a case. Since the animators' final product is essentially a visual demonstration of the expert's calculations and findings that information allows us to be as true to the expert's testimony as possible. After an expert analyzes and produces the necessary data, we take that data and apply it to objects and environments to correspond with the facts of the case.

Once the animation is complete, the expert reviews it, to ensure it parallels the testimony.

Working with Your Experts

Most law firms have a preferred expert in each of their legal areas. Most of these people are trial-tested technical professionals in niche areas and have been working with their respective law firms for a long time. Rather than replace or add additional experts to your team, at Fearless Eye, we feel it's important that we work with your existing experts, side-by-side, in a team approach, that gives you the best product in the timeliest fashion. There are several reasons we take this approach.

1. **Cost** – It reduces overhead costs by eliminating duplicate experts for each of your cases and avoids us hiring numerous in-house professionals that drive up costs.
2. **Speed** – By taking direction directly from your expert, it speeds up the process because we simply work with your existing team, avoid management by committee, and enable you to talk directly to the visualization team.
3. **Expertise** – It enables us to maintain our expertise as a Computer Visualization Company instead of trying to cover all of the hundreds of technical specializations.
4. **Separation** – It provides a layer of separation sometimes needed between different expert's findings.
5. **Admissibility** – It insures that our visualizations are based on your expert's testimony and not a 3rd parties.

Expert Referral Network

If you have not found an expert for your case yet, we would be happy to refer you to a highly qualified expert that we have successfully worked with in the past. We are in constant contact with experts from various parts of the country and will only refer full-time professionals who have long and proven track records in the legal industry.

Client Advocacy Conflicts

Fearless Eye designs forensic animations and other types of visualizations for a great number of defense attorneys as well as plaintiff's attorneys. In the natural course of business it is not uncommon for counsel representing both sides of a lawsuit to approach us about producing such demonstratives. The policy of Fearless Eye is founded on a "first come, first

serve" basis. Whichever counsel first states to us verbally or in writing the specific name and nature of a case, and their expressed intention to hire us, we consider ourselves retained by that particular counsel.

Occasionally, however infrequent, counsel for both parties to a lawsuit may agree to share the cost of producing some demonstratives, but only insofar as those demonstratives are specifically of an orientation purpose that is mutually agreed upon by both attorneys.

Demonstratives that illustrate an expert or witness opinions with clear intentions of advocacy fall under our "first come, first serve" policy.

Issues of Admission

As forensic animation and other technical visualizations have become more commonly used, courts have reviewed the issues of admissibility and have increasingly accepted them as valid forms of demonstrative evidence, as long as certain guidelines are met. Fearless Eye advises our clients of these issues from the outset of a case to help ensure the highest success rate for admission of our designs. Because of this, in our 14-year history, Fearless Eye has enjoyed a near perfect success rate for admission of demonstrative evidence.

Cases frequently cited for guidelines have yielded the following 4-point system:

Step 1: Assess Authenticity

Be prepared to offer testimony from a witness familiar with the preparation of the animation and the data on which it was based.

Step 2: Establish Relevance

"An animation is relevant when it has a direct bearing upon and tends to

establish or make more or less probable the matter in controversy." Clark v. Cantrell (529 S.E.2d 528, S.C. 2000

Step 3: Establish Accuracy

While an animation need not be exact in every detail, important technical elements must be very similar to the descriptions offered by expert testimony and corroborative to the data being visualized. Such data is wide ranging and may include representations of distances, velocities, vector paths, accepted medical procedural standards, engineering and architectural structural standards as well as conceptual representations of electronic data and patent issues, to name just a few.

Step 4: Establish Probative Value

A forensic animation's probative value should substantially outweigh the danger of unfair prejudice, confusing the issues or misleading the jury, and should strive to be as conservative as possible in the depiction of potentially emotionally charged events.

Additional Guidelines:

Disclosure Timeliness: The proponent of the animation should try to ensure a reasonable submission time prior to trial to allow both parties to consider issues of fair and accurate representation.

Jury Instructions: The trial court should give a cautionary instruction that the animation represents the opinions of the proponent; their expert witnesses data or eyewitnesses versions of events.

Recommendations for Legal Professionals

Each case needs to be individually evaluated as to what the visualization strategy should be. However, the following list of general recommendations can help when narrowing down your case needs.

1) Choose Media Technology that Compliments Your Case

Example 1: Static View v. Dynamic Motion

Static views are a wise choice when accurate motion data cannot be produced because of the lack of evidence.

Example 2: Realistic v. CADD style

A conceptual style can be more effective for cases involving complex mechanisms in which objects need to be color-coded. Realism can be more effective for site models that need to show contextual location using aerial photos, background photos or texture materials.

Example 3: Simple v. Sophisticated

Some cases may not warrant the cost of sophisticated animation because of damage limits or caps. Instead, simple animation may be more cost effective.

2) Produce Separate Individual Animations

- Tells a story through a sequence of events
- Allows you to add impact at the end
- Helps with admissibility
- Enables minor differences of each scenario
- Interchangeability right up to the last minute

3) Keep the Animations Short

- High impact - no longer than 1 to 2 minutes
- More cost effective and flexible
- Exceptions include timed events (i.e. voice recorder)

4) Make Computer Modeling / Animation a Part of Your Creative Process

- Enables you to discover new possibilities
- Refines your visual understanding and provides a clear picture, which accentuates your ability to verbalize
- Puts everyone on your team on the same page

5) Don't wait until the last minute

- At least one month before trial
- Preferably three or more months

Architecture & Engineering Services



Fearless Eye's animation staff has extensive experience in 3D modeling and animation, enabling us to take rough concepts, massing studies and CADD drawings and turn them into presentation renderings based on your design and vision. We provide a variety of visualization services for Architectural and Engineering projects in areas such as: commercial building construction, urban design and planning, transportation design, sports and entertainment facilities, and utility infrastructure.

Expertise You Can Rely On

It's difficult enough for Architecture and Engineering firms to keep up on their own industry and professional changes, let alone the rapid technological changes that occur in the 3D modeling, rendering and animation world. The software changes, costs, speed requirements and technical challenges are but a few of the reasons that many Architecture and Engineering firms are turning to 3D specialist. We save our clients time and money and remove the

risk of 3D rendering hang-ups by enabling them to concentrate on what they do best (design) while we take care of the highly technical aspects of computer rendering. With our methods for varied rendering styles, our library of hundreds of cars, people, trees, and countless other Architectural elements, we can deliver your project on schedule and help you impress your clients.

Types of Visualization

Some types of visualization we create take many forms including:

- Still Image Renders – high resolution images artistically rendered and painted
- Photo Montage – the blending of photos with 3D Models to produce contextual imagery
- Animations – fly-throughs, walk-throughs, spins, exploded views
- 2D Color Illustrations - Site Plans, Elevations, Floor Plans and Illustrations
- Virtual Tours - interactive 360 degree moves, walkthroughs, zooms, and links

Style Considerations

Styles vary depending upon the use of the visualizations. Some projects call for more conceptual forms because of numerous factors such as readability, design exploration, or speed of



production issues, while others may require photo-realism to simulate a more finished and realistic look.

- Photo-realistic
- Conceptualistic
- Stylistic
- Technical

Uses & Benefits

- Visual Impact Studies

- Design Review and Public Outreach
- Massing Studies
- Feasibility and Investor Buy-in
- Pre-sale Developments
- Present a Unified Civic Vision
- Simulate Designs with their Surrounding Context

Environmental & Land-use Services



Environmental and Land-use development are complex areas requiring many layers of data and information, which can become overwhelming and confusing to the layperson. Detailed mapping, dimensional CADD, and 3D modeling are a few of the visualization services we offer for environmental and land-use applications, enabling you to explain and communicate more clearly with your client.

Uses & Benefits

- Visibility Studies
- Environmental Impact Studies
- Demographic Mapping
- Land Planning
- Design Review and Public Outreach

Manufacturing & Design Services

Implementation of a new or re-designed Manufacturing Process requires extensive planning. To assist in this planning and design, Fearless Eye's offers services to assist you in this process. From presentations, to testing design concepts, to training, we take your information and data to the next level.



Uses & Benefits

Three-D Modeling and computer

animation provide a host of short and long-term benefits to the marketing, design, and management professional. The following list reviews several of these benefits.

Marketing

- Presentations - Concisely present your Manufacturing Assembly Design and Process
- Raise Capital - Raise funding for expanded efforts
- Design & Production
- Test Designs Concepts - Interactively test theories, configurations, and process designs
- 3D asset re-use - The re-use of 3D CAD models exploits a sunk cost to help make manufacturing and assembly more effective.
- Shorten time to market with better processes - 3D models enable digital process design and animation simulation prior to manufacturing.

Management

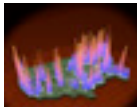
- More effective manufacturing assembly - Interactive 3D animations offer clear step-by-step instructions to guide workers and reduce errors.
- More effective maintenance and repair - Step-by-step disassembly and repair guidance to improve field service productivity and guide customer self-service via a website.
- Shorter training - Interactive & animated step-by-step instruction to accelerate training.
- Multi-lingual Collaboration - Cross-border communications are increased using 3D animations instead of translated text.

- Ease of use - Animations and simulations are easily operated via mouse with high-resolution exploded parts that enable users to pause, stop, play, zoom, and examine the assembly line at any point.
- Auto updating - Automatically update measurements, annotations, numbering, and headers in new documents when 3D data is modified.

Legal

- Patent Applications and Protection - Ensure patent applications are explained thoroughly as well as providing key protection from outside clients.
- Safety / OSHA - Ensure workers are aware of safety steps and procedures

Data & Information Design Services



Data and Information Design Visualization is concerned with the graphical representation of data as a means of gaining understanding and insight into the data, sometimes referred to as visual data analysis. This allows the viewer to gain insight into the system that is studied in ways previously impossible.

Medical Visualization Services



Medical Visualization often requires the ability to view processes in the body not normally seen by the naked eye. Using 3D capabilities, Fearless Eye is able to recreate these processes to accurately demonstrate the inner workings of the human body.

Visualization Technologies

Fearless Eye uses a series of advanced hardware and software technologies to produce each of our finished projects. Several of these technologies include:

3D Modeling & Rendering



Beginning with photos, drawings, surveys or diagrams, through the aid of advanced computer

software, we construct 3D models that reflect the correct shape, proportion, scale, texture, color and lighting for the many required objects within a scene. Over the years, we have constructed hundreds of objects ranging from mechanical parts, to people, buildings, landscapes, and transportation structures, to name just a few. This has enabled us to build a comprehensive library of interchangeable parts that can save enormous amounts of time for your project.

Computer Animation

Realistic computer animation has been our forte from our inception in 1992. We pride ourselves on the ability to incorporate and blend key-frame animation (animation that is produced by position and time intervals) with simulation driven animation (animation produced with algorithms), and evidence based animation (i.e. positions and time intervals based on police report drawings). We polish the motion of all the dynamic objects in a scene so that the viewer is not distracted by odd moves, jumps, or floating elements.

Digital Measurement

Fearless Eye incorporates a myriad of digital measuring tools in the pre-visualization phase of every project. Each project has its unique issues with

regard to measurement of relevant data. We combine the most appropriate methods for your project including the use of sonic digitizers, scanners and digital transoms.

Sonic Digitizer

We use this sound measuring device to build objects based on points and profile scans.



Microscribe Arm Digitizer

Similar to the Sonic Digitizer, this device uses an arm to precisely measure objects at a desktop level. Because of its small size, we also use it to measure insides of tight spaces, such as vehicles.

Photogrammetry

Photogrammetry is a process in which we use photographs to measure and build models. Since, in many cases, photographs are the only recorded evidence from a changed scene or accident site, photogrammetry is often the best way to recreate the past conditions. Photogrammetry is an ideal way to build large outdoor landscapes, buildings, trees and other large objects.



Match-Moving

Similar to photogrammetry, match-moving adds another level of technology by incorporating dynamic video pictures into the measuring and building



process. This enables us to accurately combine video and animation together so that we can

create a high level of realism.

Video / Audio Production

Fearless Eye shoots digital video in multiple formats as well as digital photography. We have a state-of-the-

art digital editing suite with the capability to integrate relevant audio data as well. Multiple output formats including Standard TV, QuickTime, MPEG, DVD and HDTV are available. We use multi-camera setups to shoot scenes from simultaneous vantage points. We have portable DVRs that can record 4 cameras, vehicles speeds, acceleration information, turning direction, GPS coordinates and other key information that enables us to match intelligent data with multiple moving views.

Virtual Environments

Many clients inquire about the ability to drive presentations on their own after we have produced visualization for them. Clients also wish to pick and choose dynamically which visualizations to show at any given time during a presentation. Fearless Eye can design a 3D virtual environment in which the presenter may travel interactively in 3D space at the scene of the accident, through a medical procedure, around a mechanical object or built structure at their own pace. This technique affords our clients the choice to supplement more traditional, linear animations that simply move from beginning to end.

Interactive Presentations

We integrate several of our final products into presenter driven presentations such as PowerPoint, Director, HTML, Trial Director, Summation and QuickTime so that our clients can run the show rather than us.

Exhibit Boards

Many clients ask us to print high resolution boards of specific visualizations and animations. We can also label the prints, layer them if

needed, and print them at up to 48" wide and as long as you need.

X-Ray / CT / MRI Scanning

Occasionally, we get asked to scan X-rays, CT scans, and MRIs for medical cases and illustrations we work on. We have a reverse negative large flat bed scanner that can turn your scans into prints or digital overlays.

Expansive Library of Existing Models

Since 1992, we have built a library of hundreds of scaled 3D models that ready to be used or modified for new projects and cases. The re-purposing of Architectural models, medical imagery, and past animation scenes and calculations helps us reduce our (your) cost and enables us to move much faster when ramping up for new projects.

Industry Standard Software

We use industry standard software programs to produce our work. These are programs that have been accepted by the scientific and design community as validated tools for design, engineering and forensic applications. The software is based on an open-architecture platform, which means that it enables us to integrate the software with external data, surveys, algorithms and spreadsheets from various sources.

Typical Production Phases

A typical project involves seven basic steps:

1) *Gathering Information*

This includes collecting photographs, CADD drawings, sketches, conversation

notes, expert findings, reports, exemplar models, tabulated data, etc.

2) *2D Layout*

This involves converting all collected data into digital format to be aligned in a two-dimensional illustration program. This enables us to ensure that we are using correct scale, dimensions, and proportions. It also enables us to turn layers on and off, as we may need to access them throughout the project.

3) *3D Modeling*

The next step involves turning the two-dimensional data into three-dimensional wireframes. We begin the 3D constructing phase by using a host of modeling techniques including sculpting, extruding, lathing, and splining.

4) *Coloring and Texturing*

Once each object has been modeled, we then begin coloring, texturing, and applying shaders such as reflectance, transparency, and other lighting behaviors. The amount of work here depends on the type of style required for the project. Some projects will require photo-realism, while others will be more cartoon like.

5) *Animation*

Animation is where we begin moving the objects and setting up key frames. Key frames are specific points in time that reflect where an object is located. Keyframes determine the path of motion for an object. They can also be used to change any other value over time, such as color, transparency, size, scale, etc.

6) *Rendering*

Rendering is the step that requires a computer(s) to calculate each of the frames within an animation. For example there are 30 frames in one second of animation. If the animation lasts 10 seconds, then there are 300 frames that need to be calculated by the computer. Depending upon the complexity of the scene, each frame may take anywhere from 1 minute to 1 hour to calculate. A 10-minute per frame render that lasts 10 seconds would involve 3000 minutes (50 hours) to calculate. This would be spread over several computers in order to produce the animation within a reasonable time.

7) *Editing and Output*

This step involves editing the various animations and still shots into one movie clip. Labels, overlays, sound effects, music and other information can be layered on top of the animations in order to produce a more finished video. Once complete, the animation/video is output to a variety of formats including DVD, MPEG 1, QuickTime, etc.

Frequently Asked Questions

Q. Is 3D Animation the only service provided by Fearless Eye?

A. Not at all. We offer digital measurement for accident locations and objects, accident site video shoots and editing, photography, photogrammetry and more. For measurement of accident vehicles and other objects we utilize sonic digitizers. We have in-house audio capabilities as well. We have testified or have been deposed in State and Federal Court on numerous occasions and are available to explain our own methodology as well as offer expert analysis of other animations or other digital media.

Q. Are there other more appropriate methods for communicating my

arguments?

A. Many times there are. We begin every case project with a "measurement/data collection" phase. Many cases involving site issues call for a combination of video and photography as well as superimposing graphics and text for the purposes of communicating issues of location and timing. Others may call for synchronization of audio files records such as police or ambulance scanners.

Q. How does Fearless Eye work with our firm and our team of experts?

A. The computer programs used by Fearless Eye are capable of converting or accepting data from engineering, biomechanical analysis, accident reconstruction, architecture and other fields. When we begin a project, we coordinate with your other experts, collecting all relevant data, digital and otherwise, and enter it into our computer programs. During the project we will submit multiple iterations of our visualizations to you and your experts for discussion and approval until you are satisfied that your argument is being portrayed as comprehensively as possible.

Q. Does Fearless Eye work for Defense as well as Plaintiff's Attorneys?

A. Yes. A significant percentage of our work is done for Defense Counsel. In fact many projects done by Fearless Eye are for attorneys who have regular defense accounts, or clients that do both. In addition, Fearless Eye has occasionally prepared visualizations for both counsel's arguments per their request and mutual agreement.

Q. Does Fearless Eye have experience in high profile cases?

A. Fearless Eye has had the privilege of working on cases involving NFL All-Pro Derrick Thomas, former Missouri Governor Mel Carnahan, Princess

Diana, nationally renowned attorney Johnny Cochran and the Los Angeles Coliseum earthquake to name just a few.

Q. Do you charge for your consulting time?

Costs all depend on the amount of data and level of detail that needs to be portrayed. Also, many attorneys and paralegals end up using our animations as discovery tools and may request multiple versions to analyze their own positions as well as those of opposing counsel. Most visualization created by Fearless Eye cost around \$7,000 to 12,000, involve a few iterations and take between 3 to 6 weeks to complete. More complex cases have been higher in cost while others have been done modestly for as little as \$3 or \$4,000.

Fearless Eye always gives initial consultation for free unless out-of-town travel is required. We encourage you to call our offices or e-mail our staff to discuss your case. In most cases we can give you a reasonably accurate estimate from asking a few questions.

If you have any other questions, please give us a call or email us at:

Phone:

816-875-4657

Email:

Brad Mathison
Senior Partner, President
bmathison@fearlesseye.com

Testimonials

Hear what some of our Attorney Clients have to say about us.

Shamberg, Johnson & Bergman

"It never ceases to amaze me what

these guys can do. I've been working with Fearless Eye since 1994 and they have never disappointed me. Brad and his team consistently provide an impeccable work product that I know has persuasive value. In addition, they consistently provide a succinct and understandable explanation of their methodology and approach to the science that goes into their final product that without a doubt will meet any challenge to their classification as experts. They are always on the cutting edge of the ever-changing world of technology. We continue to rely on Fearless Eye, again and again!"

- Lynn Johnson, Partner, Shamberg, Johnson & Bergman

Every project in which we have hired Focus Media Solutions has been seamless. Not only can you guarantee in the end you will receive a high quality product, you will have the confidence that the process by which that end product was reached was through careful and detailed analysis. Most important is their willingness to be part of the trial team; communicating with experts and clients in gathering facts and data toward the most credible and persuasive demonstrative evidence available in the marketplace. They are always willing to go the extra mile to accomplish the impossible and most certainly have impressed juries and judges alike with their testimony and work product. They are truly experts in their own right.

- Diane Huey, Legal Assistant, Shamberg, Johnson & Bergman

Session Law Firm

"We feel that Fearless Eye's visualization of complicated aspects of our cases have been the key in many of our victories at trial as well as in the settlement phase of litigation. Brad Mathison and John Ford are extremely

talented and creative. They will work day and night to turn extremely complex issues into something that can be visually understood by a lay audience. We have hired them to design animations that portray everything from how car accidents could have been prevented to the depiction of contaminated sites, and the processes, which were the cause of the contamination. Fearless Eye's work truly has been invaluable in our practice."

- William Session, Principle, Session Law Firm

"Brad Mathison and John Ford have been a pleasure to work with. They are always willing to work around the busy schedules of attorneys...especially around trial time. Most importantly though, you can always count on their work product to be exactly what you requested. The talent of Focus Media Solution's and their willingness to do what it takes to give their clients the best work product really does set them apart."

Jacqueline Strick, Attorney, The Session Law Firm

Henning & Bough

"Fearless Eye is an important and irreplaceable resource to us in large personal injury cases. The value of our clients' cases is greatly enhanced when we can visually demonstrate important factual information to defense counsel, the insurance company, and the jury. Fearless Eye help us preserve evidence and present it in mediation and trial with technology that we would never have the time or money to master on our own."

- Denise Henning

"As a paralegal working for over 20 years in litigation, Fearless Eye stands out as being at the top of the list in

litigation support. I began working with them in the mid-1990s on a 3D project involving a train crossing collision. They brought great creativity, expertise and professionalism to the project. They continue to be only an e-mail or telephone call away to provide assistance with presentations, technology assistance or just a fresh idea on how best to present evidence to a jury."

- Nancy Cline