

## Legistek is Bringing Modern Presentation Technology to the Age-Old Practice of Law



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Legistek

**CEOCFO: *Mr. Moore, what is Legistek?***

**Mr. Moore:** We make software and technology solutions for lawyers and litigation support professionals. We are currently focused primarily on the presentation aspect of legal technology, something that has not received much attention in the last few years – not nearly as much as, say, electronic discovery – but is something that is very important to the legal process and is a very interesting area of legal technology.

**CEOCFO: *What is involved in this solution?***

**Mr. Moore:** The main objective is to present evidence in a way that is persuasive, and keeps the audience's attention. Whether that be a jury, a judge, a witness, or a client, the key is to present facts in such a way that makes the point that the lawyer needs to make in order to win.

Our technology is designed to allow lawyers to present evidence electronically, which they can do in a few different ways. They can do that on touchscreen devices, which Limine was originally optimized for and continues to excel on. They can do it with nothing more than a laptop and a projector. Or they can do it with the assistance of a consultant actually running the software in court for them. There is a whole spectrum of scenarios our software can support.

**CEOCFO: *Do you aid in crafting a presentation? Are you pulling together facts for a presentation? Are you coming up with notes that the attorney can refer to as he is doing the presentation?***

**Mr. Moore:** We do not actually create the content. The software is designed to let the lawyer create the content, or not so much create the content as present it in a dynamic and persuasive fashion. The content consists of all the evidence – documents, videos, audio recordings, and videotaped witness depositions. Everything that the lawyer has collected prior to trial. The lawyer is then responsible for organizing it, developing a case, and presenting it to the fact finder. Limine lets them do that.

We considered it, but currently our company does not create graphics for cases the way a company like TrialGraphix or FTI might. We are not in that business right now. Rather, we make the software and recommend related technological solutions to help lawyers get their message out. We'll recommend different types of touchscreen devices, for example, or we will recommend different presentation systems like projectors or LCD televisions and then we will work very closely with a consultant – if the lawyers have hired one – who would then help the lawyers organize their presentation and maybe actually create some of the demonstrative exhibits.

**CEOCFO: *Do most legal firms realize there is help or that they even need help?***

**Mr. Moore:** Surprisingly I think many of them do not realize that there is help, particularly the smaller firms, the ones that are not frequently handling large cases that can afford \$100s of 1000s of dollars' worth of graphics consultants. For the small or mid-sized law firms – say 50 attorneys or fewer – one of our strategic goals has been to get the message out that this technology is, in fact, accessible to them too.

It really hasn't been for a very long time. For a long time, this technology was really only accessible to larger firms and larger cases that could afford to hire consultants to sit in court full time and operate the machine for them. Your suggestion that, perhaps they do not necessarily know that help is out there, is a sound one, and it is indeed one of our marketing goals is to make sure that they realize that.

**CEOCFO: *In general, do you see attorneys embracing technology? Is it technology that they are not thinking of, is it your specific solution that they do not know about?***

**Mr. Moore:** It's a little of both. Technology in general has permeated the legal system slowly but surely. It started with word processors replacing typewriters, but it has gone much farther than that. In the '90s and 2000's, the entire legal system really embraced electronic discovery and now pretty much every lawyer involved in a case that has more than, say, a thousand documents, has no choice but to use some form of electronic discovery system. That transition has almost been inevitable.

What we are doing with Limine is sort of the final frontier of the legal tech revolution. Presentation is the last step in a process that ultimately ends with hearings, trials, and appeals. But surprisingly it's not been an area where all lawyers have fully embraced modern technology yet. Many of them still use Elmos – overhead projectors – to present in court, for example. However, this is changing, and not even on a generational basis surprisingly enough. It really is just a matter of educating folks. We have had users who have been much more senior attorneys buy Surface tablets for their personal use and then be extremely excited about the prospect of using them in court. The ubiquity of touchscreen phones and tablets have contributed greatly to this, and I think we're now at a point where the legal community is ready to embrace software like ours.

**CEOCFO: *How do people find out about Limine? How are you reaching out? How would people find you if they are looking?***

**Mr. Moore:** As a general matter if you're searching the Internet for legal presentation technology it is easy to find us. We have also had very nice exposure from some of the trial technology blogs that are out there that frequently talk about this sort of technology.

**"It's not just the substance, but also the quality of presentation that is delivered, that affects your odds of winning a case in court. Limine ensures that the strength of your visual presentation matches the strength of your case." - Peter Moore**

But our active marketing efforts are really two pronged. One is the trade show, particularly the LegalTech trade show in New York that happens every year. That is a key time when industry leaders, firm litigation support departments, and consultants all come together to see what is new. We debuted at LegalTech last year and we are going to be there again this year. We take away a great deal from meeting folks at these shows and use what we learn throughout the rest of the year to build a network of interested potential customers and reach out to them in various different ways.

The second main prong of our outreach strategy is to work with the technology consultants themselves. They already have very large and often dedicated client bases so they are one of the best resources to reach lawyers and to educate them on what is out there. The lawyers have become very reliant on them in many cases and they trust their judgment, so we have tried very hard, and I think we have succeeded, in getting the software to a point where the professional consultants can confidently recommend it to their own clients.

**CEOCFO: *How have you kept it simple to use and intuitive?***

**Mr. Moore:** It's something we are constantly thinking about. Limine is the type of product where everybody who looks at it, depending on his or her level of sophistication, might want something different. A lawyer who is not very technologically sophisticated might only want to put up PDFs on a screen and not do anything else. On the other hand, we find that the professional consultants want some very advanced features that are the sorts of things that lawyers would never do themselves, and frankly they could be confusing to the user if the feature were even visible or accessed accidentally, for example.

To balance this we do a few things. We have different user profiles, for example. In our newest release there is an interview at the beginning of the installation process where it asks you what your primary use scenario is going to be, and also how advanced of a user you consider yourself. Based on that, different options will then be available. They can always go back and change it, but that is one way of giving a simplified experience to the users who want one, without obscuring the more advanced features from the users who want those instead.

**CEOCFO: *What has changed? What have you learned as attorneys have started your system? What might be available today that was not in the beginning?***

**Mr. Moore:** We learned a tremendous amount about what attorneys need and want. The prior presentation technology paradigm was that the outside consultant would run everything, with the attorney doing nothing more than giving oral directions during trial. We believed going into this, and I think have now proven, that lawyers don't need somebody to

operate the machine for them in court. Some may **choose** that, which is totally fine, but the machine can be and should be simple enough so that anyone can operate it when the time comes.

What lawyers, especially on large cases, **do** need and what I think they will always need is professional support in the days and weeks and months leading up to the presentation – and this is something that we completely support. Getting everything in the case file ready to be presented quickly and seamlessly, and fully leveraging all the power Limine offers in this regard, are things that lawyers should not be doing themselves, if they can avoid it, because they are time consuming, and frankly are not practice of law. Lawyers should be preparing for trial, figuring out how to persuade their audience, not worrying about PDFs, MPEGs, SQL server settings, and the like. While we try to make it easy for lawyers on small cases to do everything themselves, when Limine is used in big cases, the relationship between the attorney and technology professional is much more natural than on any other platform in my opinion. Both groups can use our software to be more effective in their natural roles; technicians get to be technicians, while lawyers get to be lawyers. It doesn't have to be a choice between do-it-all-yourself and do-nothing-yourself.

**CEOFO: What is your business model?**

**Mr. Moore:** Software as a Service (SaaS) is really the core of our model. We will sell to individual lawyers as a single user yearly subscription; we will sell to law firms enterprise-wide on an annual basis; or we will license through support consultants to particular case teams or projects for the duration of their case. The project-based license is actually the best way, in my opinion, for lawyers to acquire the product, because they don't have to worry about overhead costs associated with an IT purchase; they can just bill it straight to the case or the client. In all three cases, updates are automatic and free, support is included, and you are buying not just a piece of software, but a relationship with people who have dedicated their careers to making sure you and/or the attorneys you support put on a great presentation in every case.

**CEOFO: What might be different a year from now at Legistek?**

**Mr. Moore:** I hope that we will have more development support! Until now it has mostly been me doing the actual coding, which has meant very little sleep.

More substantively, I would like to see Limine used in many more law firms as a tool that is permanently installed and used on their PCs all the time, as opposed to just something that they roll out for trial. The fact is presentation means so much more than trials or arbitrations, and Limine is designed to cover the full spectrum of presentation needs post-document review and production (e.g., briefs, depositions, hearings, and the like). We are launching a new marketing campaign this month, coinciding with a major software update, to emphasize this.

Also, this might not be a year from now – this may be a few years from now – but I would love to see touchscreen devices permanently installed in courtrooms running software like ours. I certainly hope that it is our software, but regardless I would really like to see that because while big cases will always need specialized support, there is also a tremendous need for a very simple, easy to use option that lets lawyers on small or simple matters just walk up to a device with a thumb drive of PDFs and start showing them electronically. I very much believe Limine could serve that function exceedingly well.

**CEOFO: Why is Legistek and Limine important for attorneys?**

**Mr. Moore:** Presenting evidence is the endgame of litigation practice. There is no reason to conduct all of this electronic discovery and spend all this money doing everything else lawyers do before trial if nobody is going to see the end result. The **way** that it is presented – whether in a slick, hi-tech, professional looking fashion, versus something that seems slow, clunky, or low tech – is likewise incredibly important. Our collective attentions spans are shrinking; this is true for juries, judges, and anyone else who you're trying to persuade. It has never been more challenging, or more important, to keep an audience engaged. It's not just the substance, but also the quality of presentation that is delivered, that affects your odds of winning a case in court. Limine ensures that the strength of your visual presentation matches the strength of your case.



**For more information visit:  
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