



SECRETS OF ATTORNEY MARKETING

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The team at Speakeasy Authority Marketing is testing a groundbreaking new service...

Each month, our marketing experts conduct research in the top practice areas so that we can position your firm at the cutting edge of the market.

Then it dawned on us: *Why keep all of this insider information to ourselves when it could benefit you?*

So, we're introducing something new...

Now, you can get even more insight into what we're seeing on the frontlines of the legal world and stay yet another step ahead of the competition by:

- Knowing what's latest and greatest,
- Analyzing the data on behalf of your potential clients,
- Showing that you are ready to use this new info to help them get more favorable outcomes for their cases.

This month in criminal defense law we're kicking things off here...

How Virtual Reality Could Change The Future Of Criminal Courtrooms

As technology advances, attorneys and other legal professionals wonder if their legal systems need to adapt too. In this newsletter, we're discussing virtual realities (VR) for interacting with jurors in the courtroom...

Virtual Reality (VR) differs from two-way live videos because they attempt to simulate life-like interactions in a three-dimensional environment while two-way

live videos like Zoom simply use a camera to capture images of people who appear before them.

VR offers an alternative way for people to interact with the justice system. Additionally, the use of virtual reality in the judicial system will likely lead to many benefits, including:

- Allowing people who may not be able to physically attend court proceedings access to the courtroom from anywhere in the world.
- Creating a safe environment where witnesses can testify without fear of reprisal.
- Increasing the diversity of juries
- Helping lawyers like you save time and money by allowing them to communicate with clients from remote locations instead of meeting face-to-face.
- Saving the courts time and resources, and allowing the courts (and you) to take on more cases & improve efficiency.
- Allowing courts to process more cases quickly, therefore lowering court fees
- And more.....

So what can you do?

Virtual reality will probably change the courtroom in the future. To stay ahead of this curve, you might try to familiarize yourself with VR by getting some practice using one. You never know, not too long from now, you may be able to devise a plan to use this technology in your clients' cases.

This could be a selling point for your firm, as many people aren't wanting to leave their homes. If your website's content is optimized for virtual consultations and visits, you could attract a lot of clients searching for just what you offer.

What do you think?

As technology continues to evolve, things we never thought of have become commonplace – like carrying supercomputers in our pockets or communicating

with someone across the world via video chat.

Do you think that VR is a realistic next step from COVID-era video conference protocols? How many of your clients are looking for ways to handle their case without appearing in the courtroom?

Something to consider this month...

If you want to read more, take a look at our sources:

[Transforming the Litigation Experience with Virtual Reality | Washington Journal of Law, Technology & Arts \(wjlt.com\)](#)

[Trials by video link after the pandemic: the pros and cons of the expansion of virtual justice | SpringerLink](#)

[Is Virtual Reality the Future of Expert Testimony in Court? \(govtech.com\)](#)

[How Metaverse Could Change Criminal Defense Forever | Pumphrey Law \(pumphreylawfirm.com\)](#)