



## FOR IMMEDIATE RELEASE

### ESI LAUNCHES NEW VISUALIZATION PRACTICE



**ESI-Demonstratives**  
Ames, Iowa

AURORA, IL – February 10, 2015. ESI is pleased to announce the launch of a new Visualization practice, dedicated to helping clients explore, understand, and present complex facts clearly and effectively with a full range of data capture and visualization services, including compelling 3D animations and graphics, courtroom presentations, and technology tutorials. Led by Practice Director Chuck Fox, Ph.D., this new practice brings together ESI’s wide array of visual and graphics capabilities, and sharpens our focus on providing clients with fresh approaches and powerful tools to engage and inform audiences in both litigation and non-litigation settings.

With the latest technology at their fingertips, and an ever-flowing fountain of information available, gaining the attention of any audience can be a significant hurdle, particularly when content is highly technical or complex. Yet the ability to communicate difficult concepts effectively can be critical, particularly in settings where people are expected to act based on their understanding of the information presented. Video and graphic information consumption is exploding, and people are increasingly looking for content to be delivered in the form of an impactful visual experience.

“The Visualization practice group will provide ESI clients with access to cutting-edge technologies, from event to trial,” says Dr. Fox. “There are powerful advantages to using visualization technologies early on in cases, and we plan to deliver those benefits to our clients, along with outstanding settlement and trial tools.”

Based out of our Ames, Iowa office, our Visualization practice brings together resources from across our nationwide footprint, delivering services that are tailored to the needs of our clients. With access to the full complement of ESI’s highly qualified technical staff and state-of-the-art technology tools, this new practice further codifies the exciting pairing of proven expertise in scientific investigation and the ability to create innovative, multidimensional communication tools for our clients.

ESI-Demonstratives is part of ESI, an engineering, scientific, and technical consulting firm with 14 locations coast-to-coast. With state-of-the-art facilities and equipment, and an extensive, national network of qualified professionals in almost every technical discipline, ESI can deploy the right team for virtually any project, and deliver results in a way that is both clear and compelling. For more information about ESI-Demonstratives, visit [www.demonstratives.com](http://www.demonstratives.com).