

SYNOPSIS

In 1999, under the Clinton administration, the United States filed a precedent-setting lawsuit against Philip Morris, Inc., R.J. Reynolds Tobacco Company, Brown & Williamson Tobacco Corporation, Lorillard Tobacco Company, The Liggett Group, Inc., American Tobacco Company, Philip Morris Companies, Inc., British American Tobacco, P.L.C., British American Tobacco (Investments) Ltd., The Council for Tobacco Research—U.S.A., Inc., and The Tobacco Institute, Inc.

In this suit, the United States accused these defendants of 50 years of conspiring and committing fraud under the Racketeer Influenced and Corrupt Organizations ("RICO") section of the United States Code. The trial ran from September 2004 until June 2005, including 115 days of trial.

The way the case was heard by U.S. District Judge Gladys Kessler was very different from most trials. Her honor required all direct testimony to be submitted in writing in advance. The only live testimony allowed was one hour for each witness to present demonstrative evidence plus cross-examination. Written testimony was due to the court on Monday of the week before each witness was to testify.

Z-Axis provided strategic consulting services to develop recommendations for presentation materials for all major expert witnesses and produced extensive and complex presentations for the opening statements, three interim summations and closing arguments. Visual exhibits were created for both the written testimony and the live testimony. These exhibits included animations, interactive animations, interactive timelines, large-scale exhibit boards, small-scale printed exhibits, electronic graphics and illustrations.

The United States' trial team, led by Justice Department attorney Sharon Eubanks, did an outstanding job presenting a strong and compelling case.

