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ABRAMSON SMITH WALDSMITH, LLP ... traditionally *innovative*.

SINCE ITS INCEPTION IN 1975, ABRAMSON SMITH WALDSMITH, LLP has taken a forward-looking approach to its cases while remaining mindful of old-fashioned values and personal relationships. The firm specializes in catastrophic personal injury and wrongful death cases, including brain and spinal injuries, sports injuries, vehicular accidents, plane crashes, elder abuse and neglect, sexual molestation and liability against public entities, product manufacturers and premises developers and owners.

ASW selectively accepts cases and takes a team approach to ensure the level of representation and attention their clients deserve. The firm has a tradition of adhering to the principles of compassion, respect and fairness in representing victims during very difficult times. "We are very fortunate to be able to help people who have been seriously injured. We understand how important their case is, and we give our clients personal attention and stay in close contact with them throughout the process," says partner Eric Abramson.

Due to their impressive results, an ethical approach to the practice of law and a deep involvement in legal organizations that advance the preservation of the jury trial, ASW attorneys enjoy a stellar reputation in the legal community. Most of the firm's cases are referred from other attorneys.

To ensure that their clients are fairly compensated in this complex area of the law, ASW's attorneys have been pioneers in

using cutting-edge technologies to effectively deliver their message. An early pioneer in this approach, senior partner Albert Abramson began using animations to demonstrate mechanical failures that caused aviation crashes as early as the mid-1970s.

Today, the partners at ASW use dynamic multimedia presentation techniques that blend video, photographs, computer graphics and animations to promote juror comprehension and retention. Partner R.J. Waldsmith says, "Not only are jurors more likely to accept and remember information when you show *and* tell it to them, it is simply more interesting and makes the process of jury duty more fun."

Partner Bill Smith strives to be progressive in his approach to trial presentation: "We are constantly looking for ways to improve how we convey our message. The next technological advancement in courtroom presentations will be touch screens and holograms. I always look forward to tomorrow." Keeping an eye on the future continues ASW's tradition of innovation.

For more information about Abramson Smith Waldsmith, LLP and to learn about its results, visit aswllp.com.

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