

VoyageLA *Trending*

January 24, 2022



Meet Vahe & Vache Garabedian of MotionLit

Today we'd like to introduce you to Vahe Garabedian.

Hi Vahe, thanks for joining us today. We'd love for you to start by introducing yourself.

Vache and I have been working together since childhood, producing 3D computer-aided cad designs for our father's jewelry manufacturing company in Downtown Los Angeles. This is how we developed an eye for good aesthetics and commercial design, along with strong work ethics in production manufacturing. We took our skills to the entertainment industry for major studios including Nickelodeon and HBO, and that's where we felt our passion for movie-making and storytelling. We scored two major movie deals with HBO and Cinemax networks, followed by worldwide distribution for our award-winning films. During the late '90s, we began partnering with local and state attorney associations, filming and selling recorded CLE educational seminars on VHS tapes and DVDs under the name Legal Educational Consortium.

It wasn't too long thereafter that we created a new video presentation product for the legal industry called Settlement Video Brochure, commonly known today as Settlement Video, that attorneys use as a tool for their demand packages and mediations. The Settlement Video was a new medium for practicing lawyers to tell a biographical story of the injured plaintiffs' lives by filming professionally recorded interviews with friends and family members and describing their experiences with the claimants. In addition to describing the damages, the videos provide a comprehensive explanation of the disputed liability facts and theories in the case.

This product spread like wildfire. It quickly became a standard practice for pre-trial settlement negotiations, and high-profile law firms including Kiesel Law, Greene Broillett Wheeler, Girardi & Keese, Glickman & Glickman, Grassini & Wrinkle were using it.

From inception, we created a niche and a brand-new video market, bringing the film industry into the litigation world by turning the spotlight on to the clients' stories.

With the success of our signature videos, we kicked off our career and reputation in the local legal community as the "video masters." We sold our former business and launched MotionLit, a company that promised an innovative new way of doing business founded on four fundamental P words: product, passion, process and price.

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The idea originally started 20 years ago while we were shooting day-in-the-life videos and editing expert witness depositions for trial. It dawned on us, “Why don’t we cut together pre-trial deposition excerpts edited together in a collection of witness statements prepared for settlement purposes?” This notion of making shorter videos—which at that time we called a Video Brochure, included spliced day-in-the-life footage and digitized client testimony—became widely popular and effective. Settlement videos not only sped up the workflow for law firms but showcasing family interviews to the defendants allowed opposing counsel to thoroughly evaluate the case more effectively and help establish substantial claims that words alone could not. Non-economic impacts, loss of consortium and emotional trauma experiences would not usually be effectively expressed on paper or in a deposition transcript.

Putting a face on the case reminds adversaries that these claims aren’t just claim numbers—that they belong to real people, who express their love and care and share memories and experiences of the reprehensible losses endured by the plaintiffs friends, family and community. This information can be invaluable, and we have oftentimes received feedback from insurance adjustors and defendants that after watching the video, they were “emotionally moved.” At the very least, Settlement Videos also allow the representing lawyers to study their own clients and determine who will become designated witnesses on the stand.

I’m sure you wouldn’t say it’s been obstacle free, but so far would you say the journey have been a fairly smooth road?

Being at the forefront of our brand-new products and presentation technology, the biggest struggle was the lack of knowledge in the legal industry about what, where, when and how to use visuals and technology to present damages, liability and evidence in civil cases.

We also offer a complete trial support solution for attorneys and have a reputation in the legal community as one of the most reliable tech-support companies in town. Our trial technicians travel across the country, helping lawyers prepare for their trial from start to finish by providing the technology, editing videos, syncing depositions, and loading their trial exhibits in an organized workflow to playback in court.

We also offer complete Remote Technician services with virtual video conferencing for hearings and appearances.

From pre-lit stages all the way to trial, attorneys hire my twin brother, Vache and I—plus our talented staff—to prepare engaging visuals for their claims and trial exhibits. For settlement mediations, attorneys order our signature Demand Package Videos, which is like their mediation brief in an eight-to-12-minute video presentation. Plaintiff attorneys who are ready to settle their cases or bolster higher-valued offer pair Demand Package Videos to their demand letters to show a revealing and comprehensive evaluation of their clients’ “day in the life,” before and after their losses.

We bring the same visual technologies to court to help convey the plaintiffs’ stories and causes of action.



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What are your plans for the future?

With the growing number of lawyers and cases nationwide, the quality of the claimants settlements can fall short without the proper visual presentations. Our plan and most recent goals is to raise awareness to the general public by spreading knowledge about how our Visual Aids can help dramatically help victims involved in active lawsuits to gain maximum recovery and resolve their lawsuits in the best light possible. These efforts can help the consumer have a broader scope and better understanding about the presentation options available to them and their lawyers.

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