

Learn How Litigation Teams Are Using Virtual Simulations to Pressure-Test Their Arguments Before Trial

Human-Verified Technology Enables Trial Attorneys to Evaluate Case Strategy with Greater Clarity After the Jury Is Seated

ORLANDO, FL, UNITED STATES, July 8, 2026 /EINPresswire.com/ -- Once the jury has been empaneled, many trial teams face a critical limitation: they have limited structured ability to assess how their arguments, themes, and witness presentations are likely to be received by the specific individuals who will decide the outcome. This phase of litigation has traditionally relied heavily on experience and instinct. [ExposelQ](#) today highlighted how an increasing number of sophisticated litigation teams are adopting a more structured approach by using virtual simulations to evaluate their case strategy prior to trial.



ExposelQ JuryFit

ExposelQ [JuryFit](#) assists trial teams by analyzing case theories against multiple juror dimensions, including demographic factors, life experiences, attitudes and beliefs, political and social values, personality and cognitive traits, and both implicit and explicit biases. The platform identifies combinations of these factors that may influence how certain jurors are predisposed to respond to a particular theory of the case. All assessments are subject to human verification by licensed professionals to ensure that the analysis remains accurate and strategically relevant.

From this evaluation, ExposelQ JuryFit generates targeted Voir Dire questions, which also undergo human verification before being used during jury selection. Once the jury is empaneled, the platform enables attorneys to test key arguments, thematic emphasis, and witness presentations against a [Virtual Mirror Jury™](#). This simulation is constructed to reflect the personality profiles and group dynamics of the actual seated jurors. All outputs from the Virtual Mirror Jury process are reviewed through human verification to support more informed strategic decisions during the final stages of trial preparation.



A virtual mirror jury provides a way to evaluate how different arguments and presentations are likely to be received by the specific personalities on the panel, while maintaining human oversight.”

*Joseph Terp, Co-Founder of
ExposéIQ*

“After the jury is seated, attorneys often have limited structured methods to test or refine their approach,” said Joseph Terp, Co-Founder and CEO of ExposéIQ. “ExposéIQ JuryFit provides a way to evaluate how different arguments and presentations are likely to be received by the specific personalities on the panel, while maintaining human oversight throughout the process.”

The platform supports trial teams in developing more consistent strategies for both jury selection and post-emplament preparation while preserving full professional judgment over final decisions.

About ExposéIQ

ExposéIQ develops litigation intelligence tools that help trial attorneys examine complex case information and juror dynamics with greater structure. By combining advanced technology with human professional oversight, the company’s solutions are designed to support more informed decision-making throughout the litigation process.

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