





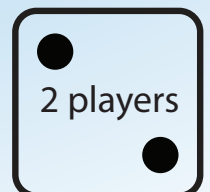
DICE FALL



Have you ever seen a game where the players were more interested in fiddling with the components than learning the rules? We've taken this simple idea and combined it with one of the simplest joys in the entire spectrum of gaming - rolling a dice. The result is a simple game of construction, dexterity, and, well, dice rolling!

Stack your dice to make walls, tower, blockades, and forts that can withstand your opponent rolling their dice directly at them. Then, it's your turn to roll your dice at your opponent's fort! As dice tumble everywhere, you put them to one side and use those rolls to buy pieces and abilities to upgrade your fort and your attacks.

-  Incredibly simple and intuitive gameplay.
-  Almost every component is a dice! The design allows for both custom and generic dice, depending on your ideal price point.
-  Playing mats and backstops unfold from the box, elegantly measuring distance and catching stray dice at a low production cost.
-  The rules discourage rolling dice too hard, as those which land too far from the play mat aren't scored. This means less rummaging around for the players, and less hassle for Mum and Dad!



LIGHT IN THE LAB



Dr. Adam Symonds

Dr Adam Symonds has always been a massive gaming nerd. He designed his first recorded game at the age of 2 - although, with hindsight, the endgame could have used some improvement. Growing up, he played as many different games as he could get his hands on - board games, card games, video games, role-playing games, even sports!

Throughout his time at Durham University, he was active in various of student societies, all of which revolved around some sort of gaming. He designed and ran a large number of diverse games, for groups ranging from a handful of dedicated gamers, to dozens of newbies, to 70 players who travelled to Durham from across the UK.

In addition to more traditional games with boards and cards, he continued to broaden his gaming expertise even further, designing live-action games, convention games, legal games, murder mysteries, pub games, and more. One of his personal favourites is Nomic, an extremely complicated written game about changing rules to change the rules of the game!

In 2015, he was awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'. Drawing on advances in game theory, graph theory, mechanism design, decision theory, and psychology, this cross-disciplinary work proposed a new model for understanding how players approach games and their interactions within them. By looking closely at every decision - including subtle things like whether or not to play a game at all - and viewing these as a separate, but closely linked model, greater insight and accuracy into the reasoning behind every decision can be gained.

Since then, Dr Adam Symonds has been hard at work as half of Light In The Lab. His unique style and approach to design allows him to iterate and refine new concepts extremely quickly, recently achieving a personal goal of designing 20 complete games in as many months. His unique background allows him to make connections between disparate genres, and easily apply his expertise to family games, games for experts, strategy games, social games, and everything in between.

* Awarded a PhD from Durham University for his thesis on 'Graphical Games with Mobility'.

* Designed a new model for understanding how players approach games and their interactions within them.

* Over 25 years experience designing and playing games.

* Brings together expertise in game theory, graph theory, mechanism design, decision theory, and game psychology with great experience in game design.

* Rapid development and assessment of game designs.



Jim Symonds

Jim Symonds has 40+ years' experience in business. As a qualified national and international logistics manager, he was running autonomous businesses by the age of 21. After returning to university to study production planning and control (where he was awarded Business Student of the Year) he moved into manufacturing management for ten very successful years before joining an IT company who specialised in ERP manufacturing software. Starting as a service desk advisor, over the next 18 years he rose to become Commercial Director then Managing Director.

His passion for delivering exceptional customer service led to the company growing still further and winning a number of awards. He led a management buyout and after more highly effective years leading the company to be a significant global presence, sold his majority shareholding and left to create Light In The Lab.

Jim was awarded Chartered Director status in 2005, recognising both his knowledge in company management and its practical application in running a successful business. His talks to MBA students and business leaders in the north-east of England have always been popular and inspiring, and he has served on the board of several local charities. As well as playing games and fishing in his spare time, he has completed the gruelling Land's End to John O'Groats historic car rally ("LeLog") in a 1975 Saab 96, is an active member of the Irish vintage VW campervan club ("Type 2 Ireland") and has performed stand-up comedy on stage at the Edinburgh Fringe festival.

* Chartered Director since 2005.

* 40 years management experience.

* Passionate about delivering exceptional customer service.

* Professional approach to games design and production.


Light In The Lab

is a unique games design company which marries together relevant academic knowledge, extensive game design experience and best business practice, making us the ideal partner for a games publisher. We are friendly, knowledgeable and professional and can take games from first concept through rapid prototyping and development to testing and final delivery to you, the publisher. We have the ability to design a game to any specification, as well as the insight and imagination to create successful games with novel mechanics and engrossing gameplay.

About the company ...

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