

■ **DRAGON'S DEN:** Local game developer faces off on hit CBC show Sept. 29

Rolling a die for investment in game

DON FRASER
Standard Staff

Dik Lee is wearing a sharp black suit with dazzling gold trim.

He has the slick, bubbly style of a consummate game host.

Around him are children on an interactive game board who are on a space mission to fight the duck-like character "Big Bad Pollution."

A roll of a blow-up die lands a player onto another's spot. A wrongly-answered question bumps player two to Square One.

The ultimate winner is a step towards being an eco-hero, and gets prizes to boot.

That's the concept behind a joint project by Lee, 40, and his St. Catharines companies Phylum MVM and Altius Games Inc.

Early this summer, he won over show producers with his audition in Hamilton for Bumpin' Die concept for the CBC series Dragon's Den.

In the hit show, contestants face a panel of Canadian business moguls called dragons to try to secure an investment.

On Sept. 29 at 8 p.m., the outcome of Lee's final pitch at Dragon's Den will be broadcast.

"The reaction from them was interesting," said Lee, who is CEO and president of game developer Altius and president of marketing and production company Phylum.

"We went in there with guns



JULIE JOCSAK Standard Staff

Dik Lee of Altius Games with his newest game concept that made it onto the CBC reality show Dragon's Den.

blazing and the dragons were freaking out."

Only Lee, bound by a confidentiality agreement, knows the outcome.

"You'll see the aftermath," he promises.

Altius began in 2004 with a trivia board game called Olympic Challenge.

"We sold about 10,000 Olympic units and that was our first launch," said Lee, who was raised in Niagara Falls, and now lives in St. Catharines.

Altius has since produced almost 40 products.

The latest TV concept, for children aged six and over, emerged from the success of its Altiusoons Bumpin' Die DVD board game which was released in 2008.

That game took home the Creative Child Magazine award for 2009 Game of the Year.

"The pitch to the dragons with the TV show is that we'd do a national tour through Canada," said Lee.

"Finalists in each of the cities would come to a studio to face off with each other. From this, we'd get our show episodes."

Lee said about four people are working on the game show idea.

He is also looking for a producer or partner — whether or not he ultimately got the dragon financing.

"The idea with this concept is it's fun and exciting," he said. "And our philosophy is always support, play and learn."

dfraser@stcatharinesstandard.ca