

With its ambitious sandbox video game Disney Infinity, Disney has hit upon a way to generate sales — to the tune of \$500 million worldwide — and to further promote a range of movie properties, ranging from The Pirates of the Caribbean to Frozen to The Incredibles (version 2.0 arrives next week, bringing the Avengers, [...])

**Read more:** <http://robot6.comicbookresources.com/2014/09/will-disney-infinity-introduce-a-new-generation-to-comics/>