

At comic conventions, a company like comiXology has to get creative in order to draw traffic to its booth; after all the digital distributor doesn't have anything physical to sell, and it's not like you can line up a bunch of creators to sign iPads. (I mean, you could, but why?) At New York Comic [...]

Read more: <http://robot6.comicbookresources.com/2013/10/nycc-13-comixology-offers-art-cards-featuring-lazarus-more/>