

With the San Diego Comic-Con convention starting this week, promotion for next year's much-anticipated reboot *The Amazing Spider-Man* is expected to hit hard; including a teaser debut. And now, chatting recently with the L.A. Times' Hero Complex, director Marc Webb weighed in essentially on escaping Sam Raimi's previous trilogy among other things. On where he starts with the character's history on the page and on the screen... "I feel we have certain obligations to the iconography of Spider-Man, which is based mostly in the comics. The other thing is Spider-Man has a lot of different incarnations in the comics. While there are certain mainstays — a kid who gets bitten by a spider, he's an outsider, the death of his Uncle Ben helps endow [him] with the mentality of a hero — those things remain the same but there's also room for interpretation. He's been around since the 1960s. The wealth of material

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