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Entertainment & Media in Asia



Joshua Wexler
Chief Executive of Fun
iP2Entertainment

Joshua Wexler co-founded iP2Entertainment, a cutting-edge location-based entertainment company, and is also CEO of its media subsidiary, Pure Imagination Studios. He is charged with creating iconic and deeply memorable media and out-of-home experiences that entertain, educate and inspire families from around the globe. In doing so, Wexler helps energize retail locations with branded entertainment experiences and helps brands and IP grow their media strategies. He most recently spearheaded the team that designed, built and opened Manila's DreamPlay by DreamWorks, the first family entertainment center product for iP2 and DreamWorks Animation Studios. Over the last 20 years, Wexler has pioneered technologies for entertainment and has created and produced feature films, television shows, and theme-park attractions based on some of the biggest brands and franchises, including **LEGO, Star Wars, Jurassic World, The Simpsons, Angry Birds, Mortal Kombat, Batman, and The Justice League.**

Joshua Wexler
首席娱乐总监
iP2Entertainment

Joshua Wexler 联合创立了 iP2Entertainment，一个前沿的实景娱乐公司，同时还担任其传媒子公司 Pure Imagination Studios 的首席执行官。他创造了标志性的、令人印象深刻的媒介和室外体验，娱乐、教育并启发着全球的家庭。在此过程中，Wexler 为零售网点带来具有品牌识别性的娱乐体验，从而使其散发活力，并帮助品牌和 IP 发展媒体策略。他最近领导的团队设计、建造并开启了梦工厂在马尼拉的 DreamPlay 主题公园，这也是 iP2 和梦工厂动画工作室的首个家庭娱乐中心产品。在过去的 20 年间，Wexler 倡导了科技在娱乐产业中的运用，并围绕诸多大品牌制作电影、电视节目和主题公园，其中包括乐



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高、《星球大战》、《侏罗纪公园》、《辛普森一家》、《愤怒的小鸟》、《格斗之王》、《蝙蝠侠》和《正义联盟》。