

MEDIA & ENTERTAINMENT REEL 2000 — 2026

# pineapple

The studio behind the screen.

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25+ YEARS OF ENTERTAINMENT TECHNOLOGY / FOUNDER **ANTHONY WENTZEL** / [PINEAPPLES.DEV](https://pineapples.dev)



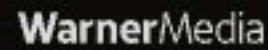
THE THROUGH-LINE

# For 25 years, we've built the technology entertainment **runs on.**

From early interactive and gaming to prime-time streaming,  
and now AI-native software. Different eras, one obsession: the  
experience on the other side of the glass.

YOU'VE ALREADY SEEN OUR WORK

# TRUSTED ACROSS THE INDUSTRY

The Disney logo in its signature script font.The HBO Max logo, with "HBO" in a bold sans-serif font above "max" in a smaller, lowercase sans-serif font.The word "WarnerMedia" in a clean, sans-serif font.The letters "NFL" in a bold, sans-serif font.The word "XBOX" in a bold, sans-serif font.The word "DIRECTV" in a bold, sans-serif font.The AT&T logo, featuring the globe icon followed by the text "AT&T" in a sans-serif font.The word "verizon" in a lowercase, bold, sans-serif font.

WHAT WE DO FOR M&E

# FOUR GENRES, ONE STUDIO

01

## Streaming & OTT

One codebase, every screen.  
Apple TV, Roku, Samsung  
Tizen, web and mobile.

02

## Games & Interactive

Live-service game properties,  
ports and platform retrofits for  
massive audiences.

03

## Launch & Marketing Tech

Launch sites, ticketing flows,  
social ads and viral mechanics.  
Every digital asset behind a  
headliner release.

04

## AI-Native Studio

Agentic workflows and AI-  
native software for how M&E is  
made, marketed and run.

STREAMING · PLATFORM CONSOLIDATION

# FOUR SERVICES. ONE SCREEN.

We consolidated DirecTV, WarnerMedia, HBO Max and AT&T TV into a single streaming platform, shipped to every living-room device at once.

**Millions**

daily active users across the platform

**5+**

device platforms from one React Native codebase

WARNERMEDIA · HBO MAX · DIRECTV · AT&T / PINEAPPLE · STREAMING APPS, CROSS-PLATFORM DELIVERY  
REACT NATIVE · EXPO · YOU.I TV · APPLE TV · ROKU · SAMSUNG TIZEN · AWS S3 / LAMBDA / CLOUDFRONT

SEX AND THE CITY

young Sheldon

100 FOOT WAVE

Rehearsal

THE Sopranos

Game of Thrones

THE WIRE

euphoria

**Millions**

daily active users across the platform

**5+**

device platforms from one React Native codebase

SINNERS

the BIG BANG THEORY

WELCOME TO DERRY

FRIENDS

WARNERMEDIA · HBO MAX · DIRECTV · AT&T / PINEAPPLE · STREAMING APPS, CROSS-PLATFORM DELIVERY  
REACT NATIVE · EXPO · YOU.I TV · APPLE TV · ROKU · SAMSUNG TIZEN · AWS S3 / LAMBDA / CLOUDFRONT

Hacks

Harry Potter

Be

GAMING · PLATFORM RETROFIT

# REBUILT FOR A NEW UNIVERSE.

We retrofitted and rebuilt a beloved Disney gaming property to live natively inside Facebook's ecosystem, and delivered it three months early.

**3 mo**

ahead of a 9-month schedule

**1**

iconic franchise re-platformed for social



DISNEY / PINEAPPLE · GAME PROPERTY RE-PLATFORMING

FACEBOOK SDK · ADOBE AIR · FLASH · ACTIONSCRIPT

12k followers · 48 following



SPORTS · CONSUMER APP

# GAME DAY, IN YOUR POCKET.

Partnering with the NFL and Verizon, we launched the league's Fantasy Football app and the backend integration behind it.

**Millions**

of downloads to date

**1**

season to ship, kickoff-ready

NFL · VERIZON / PINEAPPLE · NATIVE APP + BACKEND INTEGRATION

ANDROID · JAVA / KOTLIN · NFL + VERIZON BACKEND SYSTEMS

NFL+

GAMING · LAUNCH CAMPAIGN

# LAUNCH SEQUENCE.

We built the interactive marketing campaigns for the launch of Xbox's headliner franchise, shipped on the timeline a tentpole release demands.

**Several**

launch campaigns for the  
flagship title

**~30**

days, concept to live

XBOX · HALO / PINEAPPLE · LAUNCH & MARKETING TECHNOLOGY

HTML5 · JAVASCRIPT · CSS · AZURE



REEL 2 · LAUNCH CAMPAIGNS

# WE MARKET THE BLOCKBUSTERS TOO.

We made all the digital assets for these campaigns: launch sites, Fandango ticketing flows, social ads, companion apps and viral pre-release mechanics. Teaser to opening weekend, for some of the biggest titles in film and games.

JOHNNY  
DEPP

GEOFFREY  
RUSH

ORLANDO  
BLOOM

KEIRA  
KNIGHTLEY

THEATRICAL LAUNCH · FULL DIGITAL PACKAGE

# Pirates of the Caribbean

The complete digital campaign for a tentpole franchise: launch site, ticketing pages and social ads, driving audiences from teaser to opening weekend.

PINEAPPLE / CAMPAIGN SITE · FANDANGO TICKETING PAGES · SOCIAL ADS · ALL DIGITAL ASSETS

RESPONSIVE WEB · FANDANGO TICKET-BUYING FLOWS · PAID SOCIAL

WALT DISNEY PICTURES  
PIRATES of the CARIBBEAN  
THE CURSE OF THE BLACK PEARL

THEATRICAL LAUNCH · VIRAL SOCIAL

# Horrible Bosses

A viral social app that dropped your own boss's face onto the leads, plus the launch site, ticketing and social ads behind the whole release.

PINEAPPLE / VIRAL FACE-SWAP APP · CAMPAIGN SITE · TICKETING · SOCIAL ADS  
WEB APP · IMAGE COMPOSITING · SOCIAL SHARE · PAID SOCIAL



PRE-LAUNCH ARG · VIRAL WEB

# BioShock

A viral puzzle blog that seeded mystery for months before launch. An alternate-reality campaign that turned players into investigators.

PINEAPPLE / PUZZLE BLOG · ALTERNATE-REALITY GAME · LANDING PAGES · ALL DIGITAL ASSETS

WEB · INTERACTIVE PUZZLES · PRE-LAUNCH COMMUNITY



THEATRICAL LAUNCH · FULL DIGITAL PACKAGE

# Taken

Launch site, Fandango ticketing pages and paid social to find and convert the audience for a breakout action thriller.

PINEAPPLE / CAMPAIGN SITE · FANDANGO TICKETING PAGES · SOCIAL ADS · ALL DIGITAL ASSETS

RESPONSIVE WEB · FANDANGO TICKET-BUYING FLOWS · PAID SOCIAL

I DON'T KNOW  
WHO YOU ARE  
BUT IF YOU DON'T LET MY  
DAUGHTER GO  
I WILL FIND YOU





Kurt Russell

Dakota Fanning

THEATRICAL LAUNCH · FULL DIGITAL PACKAGE

# Dreamer

An inspirational true story, with launch site, ticketing flows and social ads to fill opening-weekend seats for a family tentpole.

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PINEAPPLE / CAMPAIGN SITE · FANDANGO TICKETING PAGES · SOCIAL ADS · ALL DIGITAL ASSETS

RESPONSIVE WEB · FANDANGO TICKET-BUYING FLOWS · PAID SOCIAL

Terrence Howard  
Bernie Mac

THEATRICAL LAUNCH · FULL DIGITAL PACKAGE

# Pride

A based-on-a-true-story sports drama, with the complete digital launch from campaign site to Fandango ticketing to paid social.

PINEAPPLE / CAMPAIGN SITE · FANDANGO TICKETING PAGES · SOCIAL ADS · ALL DIGITAL ASSETS

RESPONSIVE WEB · FANDANGO TICKET-BUYING FLOWS · PAID SOCIAL

There are no shortcuts  
to a dream.

# PRIDE

THE ARC

# ONE FOUNDER. THREE ACTS.

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1999 →

## Pineapple Software Corporation

Early interactive, web and gaming. The first incarnation, same founder.

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2010s →

## Pineapple Corporation

Mobile, sports and streaming at scale: NFL, Disney, the WarnerMedia / HBO Max platform.

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2026 →

## Pineapple AI Studio

Agentic AI workflows and AI-native software for how entertainment gets made and run.

ROLL THE NEXT ONE

LET'S BUILD  
WHAT'S NEXT.

pineapple.

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