

# Chinese maker defends Steve Jobs action doll

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Late Apple CEO Steve Jobs, pictured in 2011. A China-based company plans to begin shipping a realistic-looking Steve Jobs action figure in February.

The company behind a made-in-China Steve Jobs action figure insisted Wednesday it was not a toy, but a realistic depiction of the Apple founder designed for fans of his iconic products.

The 30.4-centimetre (one foot) tall dolls, which will go on sale next month with a price tag of \$99, are being manufactured for Hong Kong-based DiD Corp.

"We are making the figures for Apple fans who really admire Steve Jobs and feel pity over his death," a company official, who declined to be named, told AFP by telephone.

"That's our aim, to make it a real collectible -- not a toy -- so we put

much care into every single detail in design and manufacturing."

DiD Corp is producing and distributing the figures while another company, In Icons, helped design them and will sell the product worldwide.

The In Icons website features images of the jointed figure accompanied by quotes including "The ones who are crazy enough to think they can change the world are the ones who do."

Jobs died on October at the age of 56 after a years-long battle with cancer.

Apple -- maker of iPhones, [iPads](#), iPods and [Macintosh computers](#) -- has previously blocked the sale of unauthorised [Steve Jobs](#) dolls, and the official said legal advice was sought before going ahead with the project.

"We didn't put anything related to the Apple brand or Apple products, nor did we smear the image of Jobs," the DiD Corp official said. "We are making this for Apple fans."

The figures will be produced at factories in China's southern province of Guangdong, a major manufacturing centre.

DiD Corp also offers military action figures and one of US President [Barack Obama](#), according to its website.

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