

# Outrage over Steve Jobs angel in Taiwan ad

February 6 2012

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A Taiwanese television commercial featuring a Steve Jobs look-alike angel complete with white wings and a halo has caused uproar, with critics saying it is disrespectful towards Apple's late founder.

The [commercial](#) shows well-known local comedian A-Ken in blue jeans and a black turtleneck praising the virtues of a tablet from Taiwan-based Action Electronics that runs on Google's Android operating system.

"I'd like to present to you a new generation of tablets. It's amazing," a smiling A-Ken says in the 20-second commercial. "My God, I finally have another Pad to play with."

Jobs, who died in October at the age 56, was no fan of Google's [Android](#) system, considering it a rip-off of Apple's technology.

On Facebook, Taiwanese writer Wu Ruo-quan criticised the commercial, calling it "shallow" and revealing a lack of respect for Jobs' family.

A majority of reactions by average Taiwanese [Internet users](#) were also negative.

"Maybe there is nothing wrong with impersonating [Steve Jobs](#), but it's improper for A-Ken to impersonate him promoting the products of his rival," wrote one user with the signature "Sweetheart".

Action Electronics vice-president Sun Yi-min said the commercial is

simply aimed to promote sales and is not meant to show disrespect for anyone, according to the United Daily News.

The paper said he declined to comment on whether the company would modify or drop the advert.

Action Electronics could not be reached for comment Monday. Bravo Inc, a public relations company representing Apple Taiwan, said the US company had no comment as yet.

Last month, a China-based company was forced to scrap plans to market a doll made to resemble Jobs following "immense pressure" from lawyers.

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