

Kobo eReaders Go "HD"

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Kobo launches what it claims is "the only premium eReader on the market" at the London Book Fair-- the Aura HD, an eReader with a 6.9-inch 1440x1080 (265ppi) resolution display.



Such resolution makes it superior to the Kindle Paperwhite's 212ppi 6-inch offering. The AuraHD is also supposedly the fastest at turning pages, thanks to a Freescale processor, and carries 4GB of internal storage.

The launch comes at an unusual time, seeing how eReader sales are waning even as eBook sales grow steadily. According to IDC [the device category will begin a "gradual and permanent decline" from 2015](#) before it is wholly replaced by tablets.

However Kobo owner Rakuten has high hopes for the device-- the company plans to extend its deals with brick-and-mortar retailers, and should launch an app store on Summer 2013.

The Aura HD will be available from May 2013.

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