



Everyone is getting punished on the high end of the mobile phone market but fearless Motorola thinks AURA, world's first handset with a full color circular LCD, can crack it.

At just under 1.6", the 16 million colors display features 480-pixel diameter res that produces 300 dots per inch density. The phone features a swivel design where the display can stay fixed while the outer cover rotates for number pad access.

AURA is made of a 62-carat sapphire lens to protect a 2- megapixel camera, a stainless steel body with ball bearings, and an aluminum keypad. Comes with 2GB built-in memory, a media player app, stereo Bluetooth and EDGE data.

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