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[Asus Aura - iPhone's Nemesis](#)

Still a concept but if you would just wait a little ...



I'm sure every [iPhone](#) fan out there will laugh in my face when looking at these pictures. I'm also sure this will happen not because the iPhone is better looking or has better features than this concept but because this device won't be released at least for a few years. Even worse than this, it may only remain as the concept it is in case the mobile market will evolve in a total different direction in the mean time. Anyway, whatever the iPhone groupies might think of it, the [Asus](#) N48 Aura is the iPhone's Nemesis and will probably follow them in their worst nightmares from now on (just like Freddy Krueger followed the teenagers from Elm Street in their dreams). The phone is designed by Egy Studio, it's looking like a million bucks and if you will take a look at its (also concept) spec sheet, you'll understand why I'm so excited about it without actually holding it in my hands. The Aura offers a generous 3.9 inch touchscreen display with [landscape](#) capability, a screen that entirely covers the front of the phone, a side sliding extremely slim QWERTY keyboard meant to ease the way you type your text messages or emails on the handset, a miniUSB connector, a microSD memory expansion card slot, a 2 megapixel digital camera, a navigation module that you can move up and down across the screen and position it wherever you may desire, GSM, HSPDA, UMTS, Wi-Fi network interface and wireless Bluetooth connectivity. Pretty much everything the iPhone lacks in a single 6 mm thick device (0.1 mm "thicker" than Samsung's [Ultra Edition 5.9](#)) and everything any cellphone user would want to have on its handset. That is what mobile phone manufacturers could do if they free their mind of the profit margin thoughts that roam their management teams' heads and if they would give their design teams a chance to do their best without thinking of material and physical restrictions. It would be nice if that would happen but if the ones that build the cellphones we use everyday would make their devices following the guiding lines I wrote above, we'd live in an ideal world. And that is just not possible! What will the Chinese do if they won't [clone](#) other companies' phones? What will Sony Ericsson do with their joystick I hate so much? What will everybody do? Probably make cellphones! Exactly like the one pictured in these photos here and, dare I say, even better if possible. :)