



Auracast™ Broadcast Audio and Hearing Loops: Better Together, Understanding the Future of Assistive Listening

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Entertain, educate, and engage by delivering ***exceptional audio*** at the **right time and place.**

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Agenda

- Intro to Auracast™
- Comparison of Technologies
- Resources for Advocates
- Looking Ahead
- Key Takeaways
- Q&A



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The Changing Landscape of Assistive Listening

- Shift from analog to digital experiences
- Demand for personal connection to sound
- Where Auracast™ fits in



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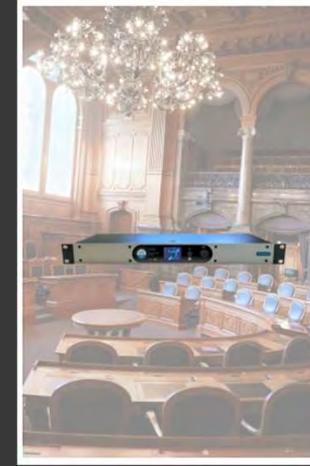
Assistive Listening Technologies



Radio
Frequency



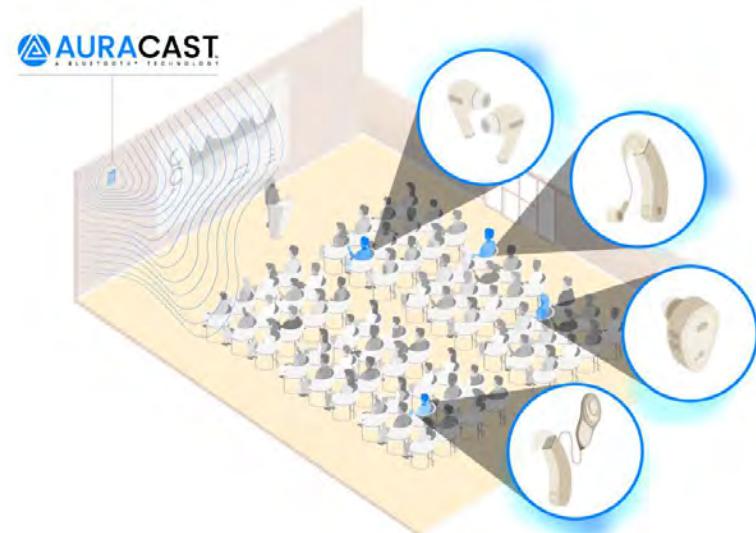
Infrared



Hearing Loop

What is Auracast™?

- New technology based on Bluetooth® Low Energy (LE)
- Broadcast audio
- Standards-based
- High-quality audio
- Range over 100m

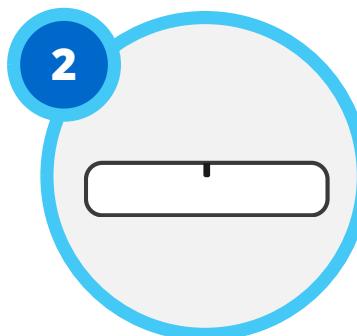


How Auracast™ Works



Audio Source

Connect the audio source to an Auracast™ transmitter.



Transmitter

The Auracast™ transmitter broadcasts the audio.



Receiver

Access audio on a dedicated Auracast™ receiver or a device capable of receiving an Auracast™ broadcast.

Auri™



Auri™ is the first Auracast™
broadcast audio-based
solution for assistive
listening... and so much more.



Worship



Corporate

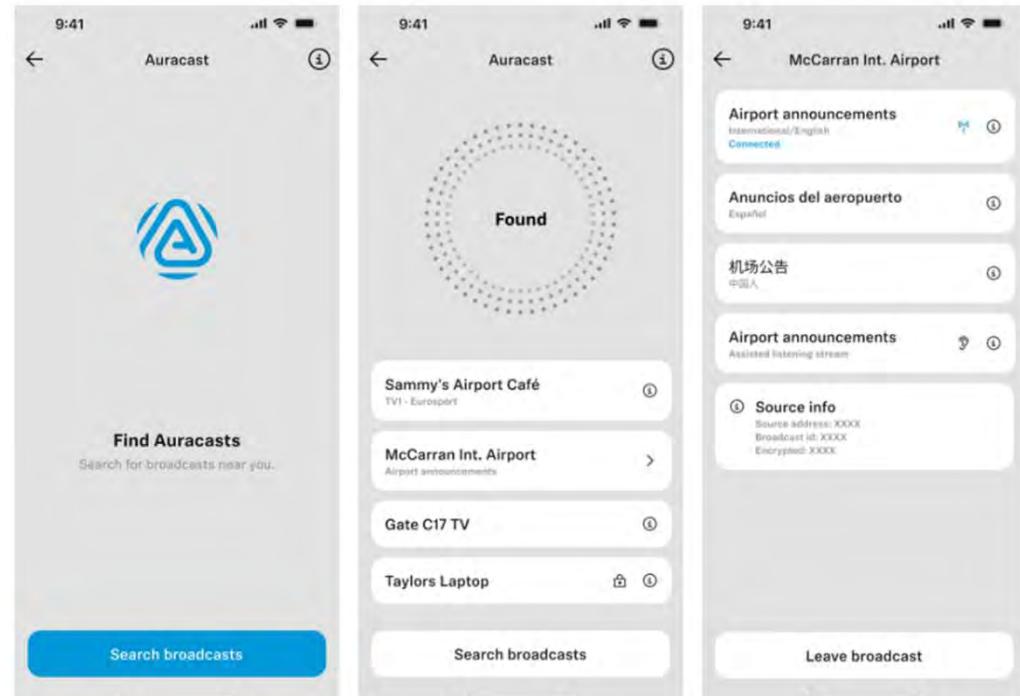


Education



Entertainment

3rd Party Receivers



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Auracast™ Terminology

- **Auracast-capable**
Waiting for activation
- **Auracast-enabled**
Works today



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Find an Auracast™ Product

www.bluetooth.com/auracast/find-a-product

A Member login

FAQ Products Locations Return to Bluetooth.com A | ?

AURACAST
a Bluetooth® technology

How it works For developers For advocates For public locations For assistive listening

AURACAST

Find an Auracast™ product

Please note: This is an informative listing. Product availability is subject to change. The Bluetooth SIG does not sell or provide technical support for products listed on this page. Please contact the listed company for further information about specific products.

Search:

Company	Product Name	Auracast™ Role(s)
Ampetronic	Auri RX1	Receiver
Ampetronic	Auri TX2N	Transmitter
Ampetronic	Auri TX2N-D	Transmitter
Audeara	Buds	Receiver
AUDIO FILS (Opus Technologies)	AuraCA	Transmitter
AUDIO FILS (Opus Technologies)	AuraGate	Transmitter
AUDIO FILS (Opus Technologies)	AuraLoop	Transmitter
AUDIO FILS (Opus Technologies)	AuraOEM	Transmitter
Avantree	Avantree Bluetooth Headphones	Receiver
Avantree	Avantree Eon 3D	Receiver
Avantree	Avantree Eon ME	Receiver
Avantree	Avantree Voyager	Transmitter
Avantronics	Avantalk C82	Transmitter
Avantronics	Avantalk Infinity	Receiver
Avantronics	Avantree Audikast 4	Transmitter
Avantronics	Avantree DG60 Aura	Transmitter
Avantronics	Avantree HomeBuddy Tri	Receiver

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Hearing Loop



Hearing loops stream audio directly to a telecoil-equipped hearing aid or cochlear implant. Allowing guests to connect to the audio without checking out a device.



Reception Desks



Ticket Booths

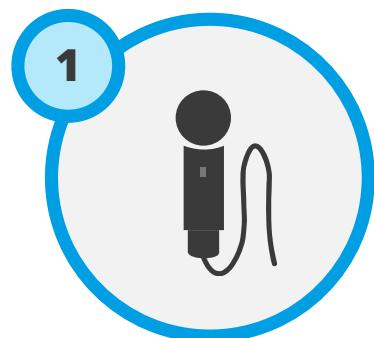


Help Points



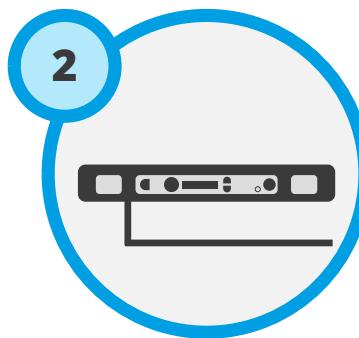
Full Room

How Loop Works



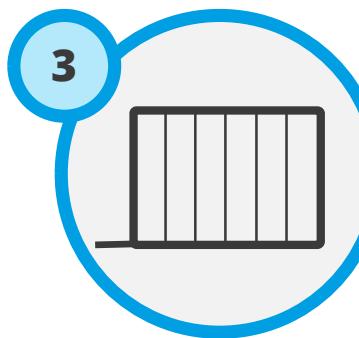
Audio Source

The microphone or mixer is connected to an induction driver.



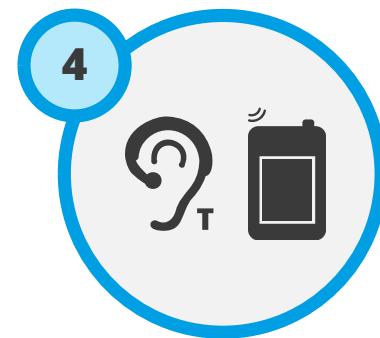
Induction Driver

Induction driver feeds the audio source to the copper cable



Copper Cable

The installed copper cable creates an induction field that transmits audio.



Listener

The user listens to the audio via a telecoil hearing aid or cochlear implant, or a receiver with headphones

Auracast™ and Hearing Loops

	Auracast™	Hearing Loops
Technology Type	Auracast™ Broadcast	Induction Loop
Accessibility Reach	Beginning phases	Well established
Channels Available	Higher channel count	Limited to 1-2 channels
Use Cases	Many	Assistive listening
Cost Considerations	\$\$-\$\$\$\$	\$\$\$\$-\$\$\$\$\$
Installation Considerations	Minimal	Varies
User Experience	Similar to traditional B/T	One touch
ADA Compliant?	Yes	Yes

ADA

AMERICANS WITH DISABILITIES ACT

Equivalent Facilitation

Nothing in these requirements prevents the use of designs, products, or technologies as alternatives to those prescribed, provided they result in substantially equivalent or greater accessibility and usability.

ADA — 103

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Better Together

Hearing Loops



Auracast™

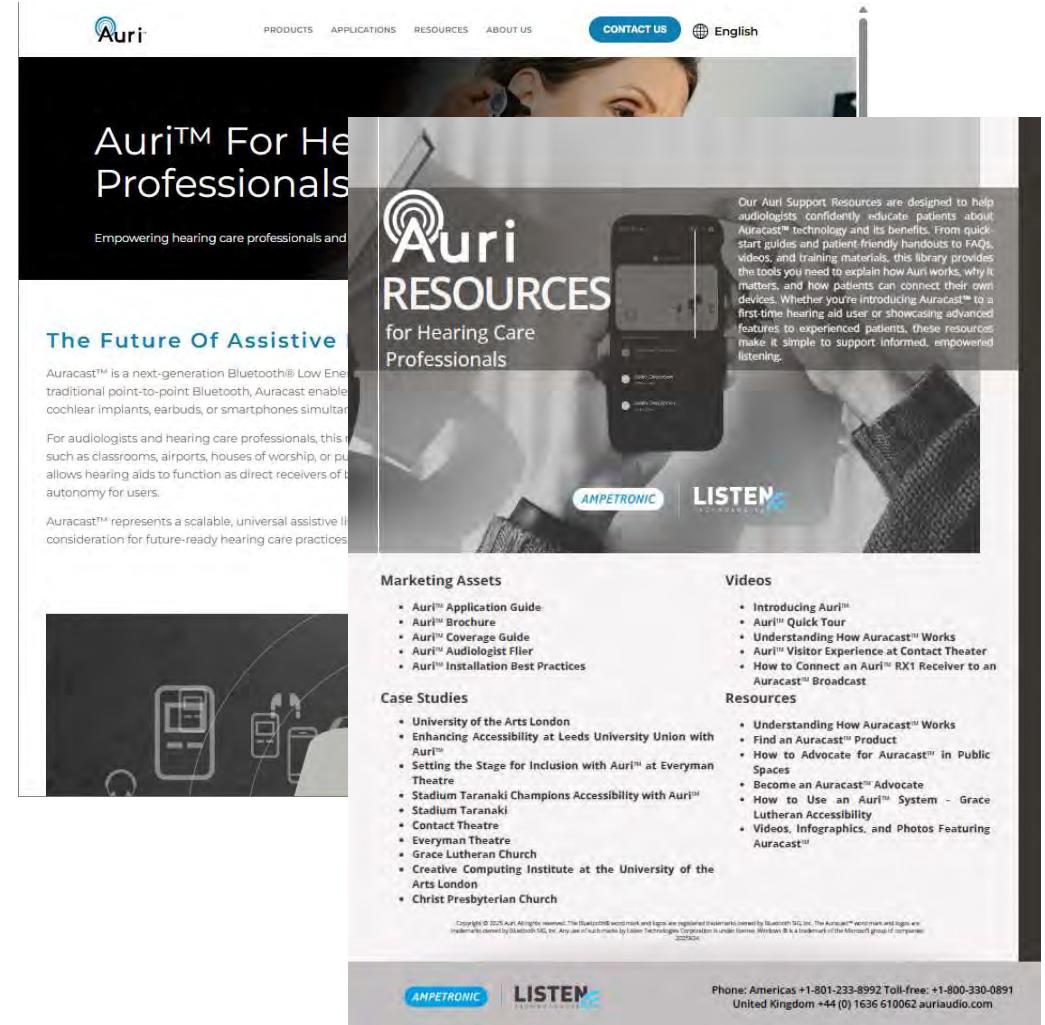


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Resources for Advocates

We have a variety of resources to help you as you advocate and engage with your community

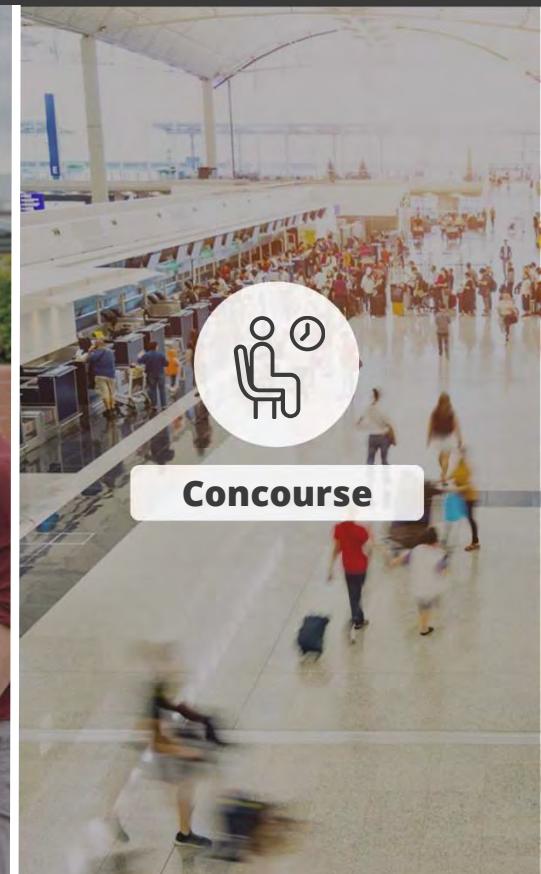
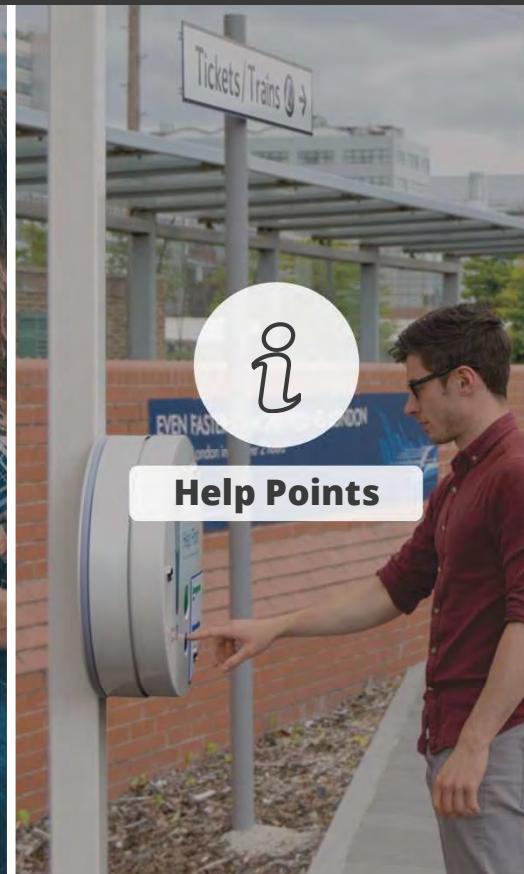


The screenshot shows the Auri website. At the top, there is a navigation bar with links for PRODUCTS, APPLICATIONS, RESOURCES, ABOUT US, CONTACT US, and English. The main content area features a large image of a person wearing a hearing aid. The text "Auri™ For Hearing Professionals" and "Empowering hearing care professionals and patients" is displayed. Below this, a section titled "The Future Of Assistive Technology" discusses Auracast™. To the right, there is a "Auri RESOURCES for Hearing Care Professionals" section with logos for AMPETRONIC and LISTEN TECHNOLOGIES. The "Marketing Assets" section lists links to the Auri Application Guide, Brochure, Coverage Guide, Audiologist Flier, and Installation Best Practices. The "Case Studies" section lists various organizations. The "Videos" section lists links to Introducing Auri™, Auri™ Quick Tour, Understanding How Auracast™ Works, Auri™ Visitor Experience at Contact Theater, and How to Connect an Auri™ RX1 Receiver to an Auracast™ Broadcast. The "Resources" section lists links to Understanding How Auracast™ Works, Find an Auracast™ Product, How to Advocate for Auracast™ in Public Spaces, Become an Auracast™ Advocate, How to Use an Auri™ System - Grace Lutheran Accessibility, and Videos, Infographics, and Photos Featuring Auracast™. At the bottom, there is a copyright notice and a footer with links for AMPETRONIC and LISTEN TECHNOLOGIES, and a phone number for the Americas and United Kingdom.

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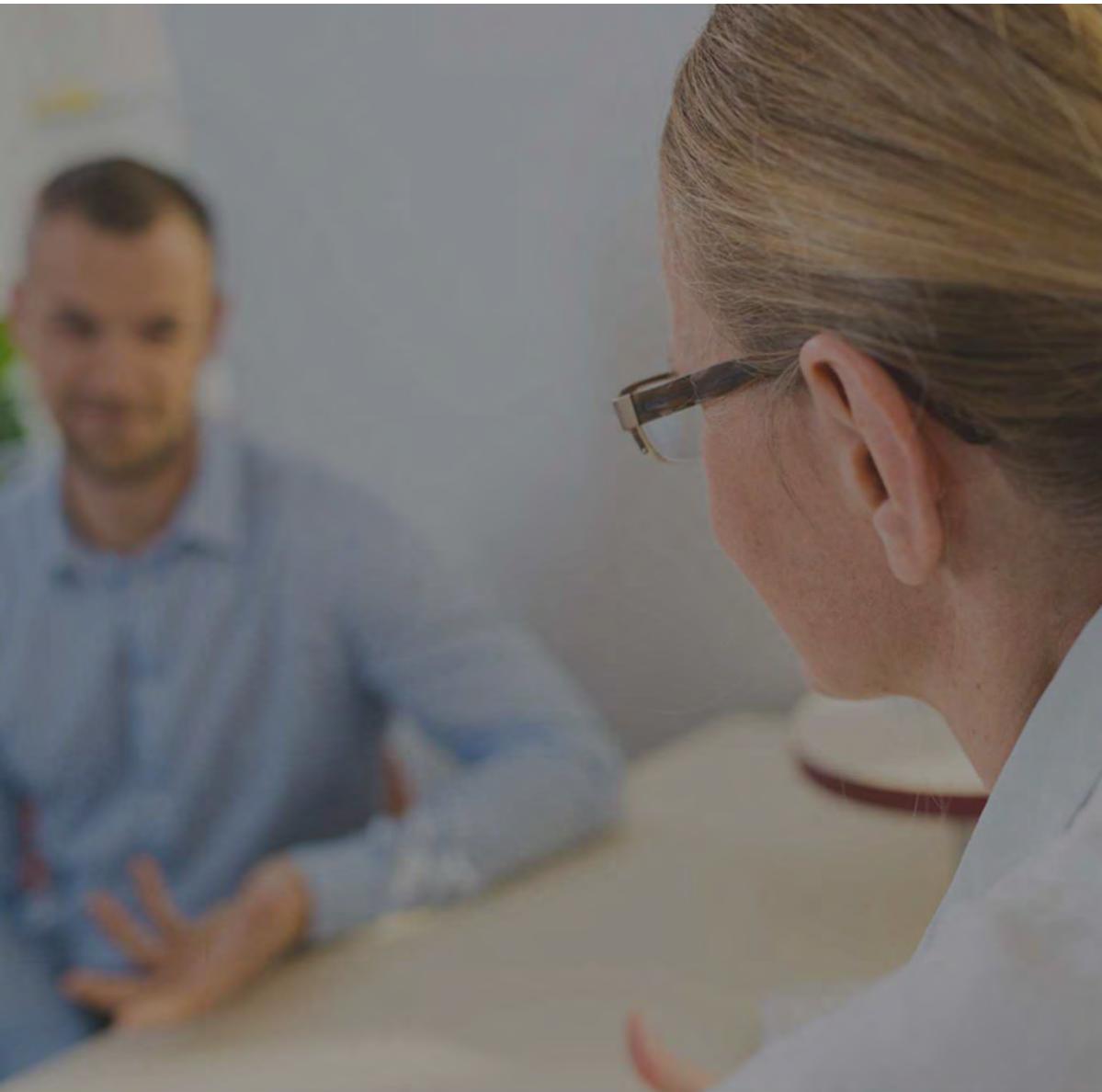
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Future use cases include...



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Common Concerns

- Requires a smart phone to use?
- Not ADA compliant
- Doesn't meet international compliance standards
- Not ready for widespread deployment
- Potential latency concerns

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Key Takeaways

- **Auracast™:** Unlock new ways to connect through Bluetooth® LE Audio.
- **Hearing Loops:** Provide proven, dependable access for hearing aid users.
- **Combined:** They form the foundation of complete, future-ready accessibility.

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Questions?



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