Better Together: Auracast™ & Hearing Loops—Understanding the Future of Assistive Listening

Questions that were not answered during the webinar

Question	Answer
Carrie mentioned direct to device connectivity with Auracast. That isn't currently possible, is it?	Direct-to-device connectivity is possible with Auracast, but only if the listener's device supports Auracast. The technology is designed so that Auracast-enabled hearing aids, earbuds, headphones or smartphones can tune into a broadcast without pairing, though the experience varies by device. Some devices can select the broadcast directly on the device itself, while others require a phone-based Auracast Assistant app to help discover and join available streams.
If BLE doesn't rely on "traditional pairing," how do you connect with it?	Bluetooth® LE Audio (BLE), including Auracast, doesn't use traditional one-to-one pairing. Instead, it relies on a "broadcast and select" model that works more like choosing a Wi-Fi network. A transmitter broadcasts an audio stream, and any Auracast-compatible device can scan for and discover those broadcasts either directly on the device or through a phone-based Auracast Assistant app. The user simply selects the stream they want to hear, with no pairing codes or manual Bluetooth connections required. This makes it easy for multiple listeners to tune in at once and switch channels quickly, which is ideal for public spaces and assistive listening.
Why aren't there more hearing aids that are BOTH Auracast ready and also have telecoils?	Currently, there are no hearing aids that include both Auracast (BLE) and T-coil in the same device, mainly due to size and physical design limitations. A telecoil requires a physical copper coil, while Auracast adds additional radio hardware, antennas and battery demands, and today's small RIC and CIC hearing aids simply don't have enough internal space to support both. This may change over time as components get smaller, batteries become more efficient and manufacturers redesign products to support dual connectivity. The limitation is not the technology itself, but the challenge of fitting both systems inside the tiny footprint of modern hearing aids.

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What is BLE?	Bluetooth Low Energy (BLE) audio is a wireless communication protocol designed for short-range data transfer with significantly lower power consumption than classic Bluetooth.
Are there durable devices that venues can purchase and distribute to users who don't have compatible devices?	Yes. There are both professional-grade and consumer-level Auracast receivers that venues can purchase and provide to guests who don't have compatible personal devices. However, if a venue wants to meet ADA compliance, it will typically invest in a complete, purpose-built assistive listening system. An ADA-compliant Auracast system includes the transmitter, required signage and the appropriate number of dedicated receivers and neck loops, which is based on the venue's seating capacity. This ensures the venue meets legal requirements while providing a consistent, reliable listening experience for all guests.
When I get a Bluetooth phone call, it streams directly into my hearing aids, without any action on my part. This is very disturbing, if I'm doing something that requires my attention—having a phone call interrupt automatically. Will Auracast ever do this?	That's a really good question. The short answer is: it depends on how Auracast is implemented—but most current Auracast systems do not automatically stream calls or general phone audio into your hearing aids the way a phone's Bluetooth connection does. Auracast offers a broadcast-style audio option for venues and public spaces—great for concerts, events, alerts or presentations. But if you want calls to flow directly into your hearing aids the moment they ring, that functionality still belongs to the traditional paired-Bluetooth path.
Will the Google Pixel phone be adding BLE?	Check https://www.bluetooth.com/auracast/find-a-product to see when this product gets added or watch for the manufacturer's product announcements.
What about compatibility with cochlear implant brands: AB, CA and MedEl?	Check https://www.bluetooth.com/auracast/find-a-product to see when this product gets added or watch for the manufacturer's product announcements.

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What are ballpark costs for venues to install an Auracast system?	$2,000-4,000
Could you again clarify on Auracast enabled and capable? What I heard you say was opposite of what the slide showed.	"Auracast-capable," also sometimes referred to as "ready," means the device has the right hardware to support Auracast, but the feature is not active yet. It might need a firmware update, software update or manufacturer activation. The capability is built in, but it cannot join an Auracast broadcast today. "Auracast-enabled" means the device has both the required hardware and the software activated. It is fully functional and can join Auracast broadcasts right away, straight out of the box.
What if I have the ListenWIFI app that I stream at my church using my Apple 14 phone; does the church need to get anything for Auracast? Also, I am getting the Widex Allure (which will have Auracast)—will that help?	Your church would need to install an Auracast system or transmitter in order for you to receive the Auracast signal directly with your Widex Allure hearing aids once you have them. Without an Auracast transmitter on-site, there's no Auracast broadcast for your devices to pick up. Until then, you can continue using the ListenWIFI app on your iPhone, just as you do now.
In the device list, what is an "Assistant" to a transmitter?	An Auracast Assistant is a simple tool on your phone or hearing aid app that helps you find and connect to nearby Auracast broadcasts. Instead of pairing or dealing with complicated menus, the Assistant shows you a list of available audio streams—much like choosing a Wi-Fi network—and lets you tap the one you want to hear. It makes it easy to connect your hearing aids directly to clear, high-quality sound in places like theaters, airports, classrooms, and houses of worship. The Assistant also helps you manage how your hearing aids handle different audio sources, so you always stay in control of what you hear.

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Will you offer a portable Auracast transmitter in the future?	A portable Auracast transmitter is a great suggestion, and it's something we will share with our product development team for future consideration. We're always evaluating new form factors and use cases based on customer feedback, so ideas like this are extremely valuable.
if your phone is Auracast-enabled (i.e. Pixel 10 with latest release), and your devices are not…can you get Auracast from the phone and stream that to the hearing devices?	Good question, only if your hearing devices themselves support Auracast or Bluetooth LE Audio. A phone alone (even if it's Auracast-enabled) cannot reliably "relay" Auracast broadcasts to hearing aids that don't support Auracast.
What do you mean by channel counts? For example, in a large church with multiple speakers, is each speaker a separate channel?	By channel count, we mean each individual audio feed. With Auracast, you can broadcast multiple channels at the same time. For example, in the chapel you could offer three separate channels: one for assistive listening, one for audio description and one for Spanish interpretation. Additional channels can then be supported in the Sunday school rooms as needed.
Is Auracast transmission based on line of sight with the transmitter?	No, Auracast transmission is not line-of-sight. Because it uses Bluetooth LE Audio, the signal can travel through people, furniture and many building materials, so listeners do not need a direct view of the transmitter. Like any radio frequency (RF) technology, performance can be affected by distance, structural materials and other sources of interference, but in most venues such as churches, classrooms, theaters and meeting spaces, Auracast works effectively without line-of-sight placement.

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Can you compare the user experience for people who do not yet have compatible devices? Ex: what equipment can be loaned?	For guests who do not yet have Auracast-compatible hearing aids, earbuds, or smartphones, venues can offer dedicated receivers and neck loops to ensure full accessibility. We cannot speak for other manufacturers, but we can share what we know from our own product testing. We rigorously test our receivers as well as a wide range of consumer devices and wearables so we can confirm compatibility and performance. We are pleased to report that the user experience is excellent across the board. In fact, we can guarantee the most reliable and consistent experience when a guest checks out a dedicated receiver from the venue. This means users are not receiving an inferior solution by borrowing equipment; they are actually getting the most optimized and dependable version of the Auracast listening experience available today.
Does Auracast adjust frequencies like hearing loops? Hearing loops bring all frequencies within +/- 3 db. The sound quality is so clean, clear and crisp that even hearing people can hear it.	Hearing loops do not adjust frequencies, but a properly installed hearing loop verifies that the frequency of 100Hz, 1kHz and 5 kHz fall within +/- 3 db. Auracast frequency response can be superior to hearing loops. Standard quality (50 Hz – 7.5 kHz or 50 Hz – 11.0 kHz +/- 3 db), High quality (50 Hz – 19.5 kHz +/- 3 db).
Is there a delay between speech and audio reception like there is with regular Bluetooth?	Traditional Bluetooth Classic (the type used for most headphones today) often has noticeable latency, sometimes 100–300 ms or more. This can create a visible mismatch between a speaker's lips and the audio, or between live sound and what a listener hears. Auracast, which is built on Bluetooth LE Audio, is designed for very low latency and performs much closer to real time. In well-designed systems, the delay is typically small enough that listeners do not perceive any mismatch between what they see and what they hear.

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I would imagine a venue/office can claim tax deduction on installing assistive devices.	Yes, in many cases a venue or employer may be able to claim tax deductions or credits for installing assistive listening systems, because these solutions often qualify as accessibility improvements or ADA-related accommodations. However, the specifics depend on the country, the type of organization and the nature of the installation. Because tax rules vary and eligibility criteria can change, venues should consult a tax professional to understand what credits or deductions they qualify for.
For those with T-coils in hearing devices, is the Auri signal available without another device, such as a neck loop?	To use Auri with a telecoil-based hearing device, listeners simply check out a dedicated receiver from the venue and pair it with a neck loop. The receiver picks up the Auracast audio, and the neck loop transmits it magnetically to the user's T-coil, allowing them to hear the Auri broadcast clearly through their own hearing devices. This ensures full accessibility even before hearing aids with built-in Auracast become widely available.
Can a hearing aid have both Auracast and T-coil?	Currently, there are no hearing aids that include both Auracast (Bluetooth LE Audio) and T-coil in the same device, mainly due to size and physical design limitations. A telecoil requires a physical copper coil, while Auracast adds additional radio hardware, antennas, and battery demands, and today's small RIC and CIC hearing aids simply don't have enough internal space to support both. This may change over time as components get smaller, batteries become more efficient, and manufacturers redesign products to support dual connectivity. The limitation is not the technology itself but the challenge of fitting both systems inside the tiny footprint of modern hearing aids.

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Can I use Auracast to listen to the radio with my hearing aids?	You can use Auracast™ to listen to the radio with your hearing aids, but only if the radio audio is being broadcast through an Auracast transmitter. Traditional AM/FM radios do not send out Auracast signals on their own, so you would need either a venue that is transmitting the radio feed over Auracast or a small Auracast transmitter connected to your radio at home. Once your hearing aids support Auracast, they can receive that broadcast directly. Without an Auracast transmitter, however, standard radio stations cannot stream directly to hearing aids.
Is the cost of a hearing aid with Auracast more than one with a telecoil? And if both are enabled how much cost does it add? And now with OTCs, will this technology be included?	Costs will vary by manufacturer, so your audiologist is the best person to ask. Generally, a telecoil adds very little cost, and Auracast isn't expected to add a significant premium once it becomes more widely available. Some over-the-counter (OTC) hearing aids may include Auracast in the future, but it depends on the brand. Your provider can tell you which models offer the features you want within your budget.
Is there an international logo to display for areas with Auracast transmitting?	Currently, venues must meet local compliance standards by displaying the appropriate assistive listening signage. In the United States, the ADA specifies the familiar ear-symbol ALS sign to indicate where assistive listening is available. There is also an official Auracast™ logo, and some manufacturers have begun incorporating it into their signage to show when Auracast is the assistive listening technology installed in a venue, similar to how loop systems are identified. You can see the Auracast logo at the top of this page: https://www.bluetooth.com/auracast/assistive-listening.
If my hearing aid is not Auracast ready can I buy a separate receiver to work with my hearing aid?	Yes, you are welcome to buy your own receiver to use in the meantime or you may check out a receiver from the venue that you are visiting to use temporarily during your visit.
If Auracast signal reaches 300 feet, are there security concerns because of distances reached	Even though Auracast can cover a large area, privacy isn't a problem because the system can be secured. With Auri™, venues can enable encryption or password-protected broadcasts so that only authorized listeners can tune in. This prevents

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outside of venue? How do you ensure privacy?	eavesdropping and ensures that sensitive or restricted audio, such as meetings, rehearsals, or confidential events, remains private. Venues can choose whether a broadcast is open to everyone or locked down for specific groups, giving them full control over who can access the audio.
Shocked by the statement that smart phone isn't required to connect to personal devices, hearing aid, CI or headphones. Please elaborate as the test we participated in absolutely required a phone…	Bluetooth LE Audio, including Auracast™, doesn't use traditional one-to-one pairing. Instead, it relies on a "broadcast and select" model that works more like choosing a Wi-Fi network. A transmitter broadcasts an audio stream, and any Auracast-compatible device can scan for and discover those broadcasts either directly on the device or through a phone-based Auracast Assistant app (this part is completely going to depend on which devices you are using). The user simply selects the stream they want to hear, with no pairing codes or manual Bluetooth connections required. This makes it easy for multiple listeners to tune in at once and switch channels quickly, which is ideal for public spaces and assistive listening.
(1) Ooh, so a "hearing loop" is just a part of our hearing aids? (2) So do we need to buy NEW hearing aids with "hearing loops," or can hearing loops be placed in our hearing aids?	A Hearing Loop is what is placed in the room to generate the magnetic field that the hearing aid will picks up. A T-coil is what needs to be in the hearing aid. You will need to check with you audiologist to determine if your hearing aid is fitted with a T-coil and can be enabled or if you need to get a new hearing aid with T-coil capability.
When loops are used, audio is transmitted through 1 or 2 microphones. What is meant by Auracast having multiple channels? Does Auracast user select desired channel and, if so, how is this achieved?	Think of each channel as a different audio source. Bluetooth LE Audio, including Auracast™, doesn't use traditional one-to-one pairing. Instead, it relies on a "broadcast and select" model that works more like choosing a Wi-Fi network. A transmitter broadcasts an audio stream, and any Auracast-compatible device can scan for and discover those broadcasts either directly on the device or through a phone-based Auracast Assistant app. The user simply selects the stream they want to hear, with no pairing codes or manual Bluetooth connections required. This makes it easy for multiple listeners to tune in at once and switch channels quickly, which is ideal for public spaces and assistive listening.

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I am not a Hearing Aid Professional, but as a hearing aid owner enjoying entertainment venues, I am very interested. 1. How do I encourage venues I visit to use Auracast? 2. I find that I can hear music pretty well at concerts without my hearing aids, but the dialogue in plays or moderators is harder to hear. How does the robust sound of Auracast compare to sound in the venue? 3. Are your Auracast transmitters compatible with Phonak Audeo Infinio Sheres? 3. How affordable is Auracast (Source & Transmitter) in a sports bar?	1. This section of the website has a lot of great resources: https://www.bluetooth.com/auracast/advocates/ 2. Many people with hearing loss notice that music in a live venue still sounds good, but spoken word—like dialogue in plays, lectures, or panel discussions—is much harder to understand. That's exactly where Auracast™ shines. Because Auracast delivers the audio directly to your ears and bypasses room acoustics, echo, distance, and background noise, the clarity of voices is dramatically improved. In the theaters where we've installed Auracast systems, users consistently tell us that both dialogue and music sound clearer and more natural, and that the improvement in speech intelligibility is profound. You're essentially hearing the sound as the audio engineer intended, not what the room acoustics allow. This creates a more balanced, richer listening experience that makes plays, performances, and spoken events much easier and more enjoyable to follow. 3. I do not see the Phonaks on this listing here: https://www.bluetooth.com/auracast/find-a-product/, however you can check out a dedicated receiver from the venue you are visiting if they are equipped with an Auracast-based assisitve listening system that meets ADA compliance.
I have a T coil. Can auracast be added to my hearing aid, as well?	Currently, there are no hearing aids that include both Auracast™ (Bluetooth® LE Audio) and T-coil in the same device, mainly due to size and physical design limitations. A telecoil requires a physical copper coil, while Auracast adds additional radio hardware, antennas, and battery demands, and today's small RIC and CIC hearing aids simply don't have enough internal space to support both. This may change over time as components get smaller, batteries become more efficient, and manufacturers redesign products to support dual connectivity. The limitation is not the technology itself but the challenge of fitting both systems inside the tiny footprint of modern hearing aids.

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I appreciate you acknowledging that hearing loops and auracast need to co-exist. I want to be able to just turn my hearing aids to auracast to connect just like i do to connect to a hearing loop. No intermediary device. My understanding is that currently, and likely for a while, everyone has to wear a receiver and headphones or a neckloop to currently connect to auracast.

What will be the latency of auracast?
Final criteria won't be done until end of 2027.

Will there be 3rd party confirmation done for latency and other aspects of auracast?

Will current receivers produced by different manufacturers work with other manufacturers? When i go into a place with a hearing loop my telecoil works, doesn't matter the company.

Do hearing loops and Auracast need to coexist?
Yes. Hearing loops provide universal, direct-to-device access today, while Auracast is still gaining device support. Both technologies will coexist for many years to ensure accessibility for everyone.

Can I connect directly to Auracast with my hearing aids?
Not yet for most people. Very few hearing aids support Auracast today, and none currently include both telecoil + Auracast due to size limitations. This will change as new models are released.

Do users need a receiver right now?
For the majority of listeners, yes. Since most hearing aids aren't Auracast-enabled yet, venues must provide dedicated receivers (with headphones or neck loops) to ensure accessibility — just as they do for loops under ADA requirements.

What will Auracast latency be?
The final standardized performance criteria, including latency specifications, will be completed by end of 2027. Early field results show low latency when systems are properly installed.

Will Auracast have 3rd-party performance verification?
Yes. Similar to hearing loop certification, Auracast systems are expected to undergo independent compliance validation once standards are finalized.

Will receivers from different manufacturers work everywhere?
Yes. Cross-compatibility is a core requirement of the Auracast standard. Any compliant receiver will work with any compliant transmitter, just like telecoils and loops do today.

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Questions that were not answered during the webinar

Auracast is in the Sydney Opera House for performance transmission. Wha has been learned from this experience by the installers	Auracast™ is now live at the Sydney Opera House for performance audio transmission, and because this installation is one of ours, we're incredibly proud of what has been learned and demonstrated through the project. The biggest takeaway is that Auracast can deliver exceptionally clear, low-latency audio in one of the world's most technically demanding performance environments. The system integrated smoothly with the Opera House's professional audio infrastructure, and the installation team found that Auracast's networked architecture made configuration, monitoring, and zone management far more flexible than traditional RF-based systems.Another key learning was how well Auracast performed in a venue with complex acoustics and strict heritage constraints. Installers were able to deploy the technology discreetly, without altering protected structures, while still achieving consistent coverage across multiple theaters. Early user feedback has also validated the potential of Auracast for performing arts: patrons report significant improvements in speech intelligibility and overall clarity — exactly the qualities that matter most in live performance.Most importantly, the installation proved that Auracast is ready for larger, world-class venues, and that venues can successfully run Auracast side-by-side with existing assistive listening solutions during the industry's transition phase. The Opera House project reinforces that Auracast is a practical, scalable, and future-ready platform for inclusive audio in cultural landmarks.
Does it work for those of us using Hearing Aid + a Cochlear Implant?	Yes, if your Hearing Aid and Cochlear Implant are Auracast-enabled. Find the product listing here: https://www.bluetooth.com/auracast/find-a-product/

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What is the “apprx” cost of a device that converts from Auracast to not enabled devices	I am not sure what you mean here.
If my cochlear implant processor is not auracast capable, does that mean I need to get a new processor that is capable or is it just a case of the manufacturer providing a software update?	Whether your cochlear implant processor can gain Auracast™ through a software update or will require a new device depends on whether it already contains the necessary Bluetooth LE Audio hardware. If your processor is “Auracast-ready,” meaning the hardware is built in, then a future firmware or software update from the manufacturer may enable Auracast. However, if the required hardware isn’t present, a software update won’t be enough and you would need a new processor model designed to support Auracast. Most current processors are not yet equipped for Auracast, though manufacturers have signaled support for future models. Checking with your audiologist or manufacturer is the best way to confirm whether your specific device is capable, ready, or will require an upgrade.
I didn't realize that the range was only 300 feet - have you all outfitted large convention center ballrooms with this tech yet effectively?	A single transmitter can cover well over 300 feet, depending on the environment, and coverage can be expanded easily by adding additional transmitters. We have successfully deployed this model in large, complex spaces with excellent results.
Are you doing presentations for the general public, those without hearing loss? Just curious, so I can inform family/friends who are interested in learning more	Yes, we and our team are presenting reguarly to all types of audiences. You can follow us on LinkedIn, Instagram, Facebook, or visit us at ListenTech.com to see where we are next.

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Can I and if I can, how can I set up Auracast in my home?	Yes, there are consumer-grade option for installing Auracast in your home. You can find all the available products today here: https://www.bluetooth.com/auracast/find-a-product/
I think it's urgent that every installation of Auracast be listed on your website - why can't this happen when a system is sold? You can't depend on people telling you about them. The installers should!!!!	This is exactly what Bluetooth® is working on. We mentioned the tool that they are unveiling next quarter where users can look up locations where Auracast is installed. Today installers and venues can submit their locations and starting next month, we will all be able to start using this directory. As manufacturers, we are doing our part to spread this exciting news as this will be a valuable tool for everyone!
And also (perhaps I heard you incorrectly) is there a limit to how many devices that are Auracast enabled can be connected to the transmitter? Or limitless?	With Auracast™, there is no practical limit to how many devices can connect to a single broadcast. Because Auracast is a one-to-many transmission — not a paired Bluetooth connection — the transmitter is simply broadcasting, and any number of compatible devices can tune in. With our system specifically, there is no connection limit on the transmitter, so hundreds or even thousands of listeners can receive the same audio stream at the same time without degrading performance. This is one of the major advantages of Auracast compared to traditional Bluetooth.
Can you enjoy Auracast IF your hearing aid does not have it BUT you are using a hearing loop (say in a public place)?	For users who have hearing aids or cochlear implants with telecoils but do not have Auracast™ built into their devices, a neck loop provides an easy way to access Auracast broadcasts. All they need to do is check out a dedicated Auracast receiver from the venue. The receiver picks up the Auracast audio stream, and the neck loop—plugged into the receiver—creates a magnetic field that the user's telecoil can detect. This allows the listener to hear the Auracast audio directly through their own hearing aids or CI processors, with all the benefits of their

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	personal device's programming and comfort. In short, the receiver handles the Auracast connection, and the neck loop bridges the audio into any telecoil-equipped hearing device, making the system fully accessible even before Auracast-enabled hearing aids become widely available.
Please elaborate how a neckloop can be used to experience Auracast for those who have telecoils in their devices, but don't have Auracast in their devices	For users who have hearing aids or cochlear implants with telecoils but do not have Auracast™ built into their devices, a neck loop provides an easy way to access Auracast broadcasts. All they need to do is check out a dedicated Auracast receiver from the venue. The receiver picks up the Auracast audio stream, and the neck loop—plugged into the receiver—creates a magnetic field that the user's telecoil can detect. This allows the listener to hear the Auracast audio directly through their own hearing aids or CI processors, with all the benefits of their personal device's programming and comfort. In short, the receiver handles the Auracast connection, and the neck loop bridges the audio into any telecoil-equipped hearing device, making the system fully accessible even before Auracast-enabled hearing aids become widely available.
What is BLE ???	Bluetooth® Low Energy (BLE) is a wireless communication protocol designed for short-range data transfer with significantly lower power consumption than classic Bluetooth.
Are IR and FM ALD companies fighting against Auracast?	We aren't seeing IR or FM assistive listening manufacturers "fighting against" Auracast™. In fact, from our perspective as a company that provides all major assistive listening technologies—IR, FM/RF, hearing loops, Wi-Fi, and now Auracast—the industry understands that each technology has strengths and specific use cases. While there is a lot of enthusiasm around Auracast because of its future potential and direct-to-device capability, IR and RF systems continue to play an important role, especially in venues where security, privacy, or long-established infrastructure make them the right fit.Many venues we work with choose to install multiple technologies side by side to give their patrons the best possible experience. For example, a performing arts center may use loops in the

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	auditorium, Auracast in meeting rooms, and IR in spaces where audio privacy is critical. For us, it's not about one technology replacing another; it's about selecting the solution that works best for the space and delivers the highest-quality, most accessible experience for the end user. Every technology has a place, and Auracast becomes another powerful option in the toolkit—not a competitor to be fought against.
Will both classic Bluetooth have its own chip and Auracast have its own chip and t-coil to fit in the hearing aid? Does that mean three different things would have to fit in hearing aids to have all options?	Currently, there are no hearing aids that include both Auracast™ (Bluetooth® LE Audio) and T-coil in the same device, mainly due to size and physical design limitations. A telecoil requires a physical copper coil, while Auracast adds additional radio hardware, antennas, and battery demands, and today's small RIC and CIC hearing aids simply don't have enough internal space to support both. This may change over time as components get smaller, batteries become more efficient, and manufacturers redesign products to support dual connectivity. The limitation is not the technology itself but the challenge of fitting both systems inside the tiny footprint of modern hearing aids.
A technology you did not mention is WaveCAST, which is installed at my church. I know WaveCAST is not ADA compliant, since you must own a device, smart phone, that connects to Wi-Fi network to hear the sound. I look at Auracast as a competing technology. Correct?	WaveCAST is an audio-over-Wi-Fi assistive listening system from another manufacturer, and while the app-based experience requires a smartphone, they do offer dedicated receivers and neckloops. When a venue provides those receivers and posts the proper assistive listening signage, the system can meet ADA requirements. Auracast™ isn't a competing technology so much as an additional, enhancing option. The two can work side by side, just as many venues already use multiple assistive listening technologies to serve different needs. For example, there's a theater near me that uses three systems simultaneously: a

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	hearing loop for T-coil users, RF for patrons who prefer checking out a dedicated receiver, and audio-over-Wi-Fi for listeners who want to stream to their phone and hear through Bluetooth hearing aids or earbuds. Auracast simply becomes another tool in that toolkit, helping venues support the widest possible range of users.
Any NYC venues now equipped?	Yes, we have installed in NYC. Check back starting next quarter and the public locations directory listing will be available to start using on Bluetooths®"s website: https://www.bluetooth.com/auracast/
I have a BT and a telecoil in my hearing aid, so why cant that still be the case with auracast. HA need to be ADA Ready. I don't have to pay extra for a telecoil. Maybe there was a cost for the BT but was hidden in the total cost. Another great website for all kinds of info on this topic, telecoils and all hearing loss related info is the www.CenterForHearingAccess.org	Currently, there are no hearing aids that include both Auracast™ (Bluetooth® LE Audio) and T-coil in the same device, mainly due to size and physical design limitations. A telecoil requires a physical copper coil, while Auracast adds additional radio hardware, antennas, and battery demands, and today's small RIC and CIC hearing aids simply don't have enough internal space to support both. This may change over time as components get smaller, batteries become more efficient, and manufacturers redesign products to support dual connectivity. The limitation is not the technology itself but the challenge of fitting both systems inside the tiny footprint of modern hearing aids.
Does the Auracast chip significantly enlarge the size of the hearing aid?	No — the Auracast™ (Bluetooth LE Audio) chip itself does not significantly enlarge a hearing aid. The challenge isn't the chip size; it's the total system requirements that come with supporting Auracast. Hearing aids must fit several components into an extremely small shell: radios, antennas, processors, microphones, batteries, coils, and more. Adding LE Audio functionality requires not only the chipset, but also additional antenna design, processing power, and battery capacity, all of which must fit into the same tiny device.

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Questions that were not answered during the webinar

I recently bought new ReSound hearing aids - $6,500. Can T-coils or hearing loops be added?	Unfortunately, T-coils cannot be added to hearing aids after they are manufactured.A telecoil is a physical copper coil built inside the hearing aid shell, so if your particular ReSound model was made without a T-coil, there's no way to retrofit or upgrade the device to include one. Hearing loops require that internal coil to work.Whether your ReSound aids include a T-coil depends on the exact model and configuration you purchased — some ReSound models offer a T-coil version, and others do not. Your audiologist can confirm whether your specific devices have one.The good news:Even without a telecoil, you can still access hearing loop or Auracast systems using a neck loop and a venue-provided receiver. The receiver picks up the ALS signal (loop, RF, IR, or Auracast), and the neck loop sends it to your hearing aids through their telecoil if installed — or through microphones if you don't have a telecoil. For Auracast specifically, a receiver + neck loop will also give you access until Auracast-enabled hearing aids become available.
I have seen advertising JBL portable speakers using Auracast. What's with that? It looks like it's for communicating between devices for stereo pairing. Is that right?	Yes — what you're seeing in JBL's advertising is Auracast™ being used primarily for speaker-to-speaker audio sharing, such as stereo pairing or synchronizing multiple speakers for party mode. This is a different use case from assistive listening. In these consumer products, Auracast enables one speaker to broadcast audio to other compatible speakers without the limits of traditional Bluetooth pairing. It's not meant for public audio transmission like you would see in a theater or worship space. Still, the fact that companies like JBL are adopting Auracast is a positive sign for the future, because it means more consumer devices will eventually support Auracast — making direct-to-device assistive listening more accessible down the road.
Any insight as to when the manufacturers will be able to do	The timing will vary widely from one manufacturer to another. Even if a device is labeled "Auracast-ready," each company sets

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the firmware update to enable devices that are "ready"? Some of those products have been out for a couple years already. Are they waiting for the IEC standards to be finalized (anticipated late 2027)? Or what's the holdup??	its own schedule for activating the feature. Some may be waiting for additional field testing, some for internal validation of latency and reliability, and others for broader market adoption before rolling out firmware updates. While industry standards for large-venue Auracast performance are still evolving — and full IEC specifications aren't expected until 2027 — that isn't necessarily the reason for the delay. Ultimately, each manufacturer will enable Auracast when they feel confident in the performance, usability, and support implications for their customers. Your best course of action is to check directly with your hearing-aid manufacturer for their specific roadmap.
For TVs, is it the TV that must he Auracast enabled, or miss the broadcasters...i.e., the TV channels that must broadcast using BLE technology?	For TVs, it's the TV (or the audio equipment connected to it) that must be Auracast-enabled — not the broadcasters or TV channels. Broadcasters don't need to transmit anything differently. The TV simply takes the audio it is already receiving (from cable, satellite, streaming, antenna, etc.) and rebroadcasts that audio locally using Auracast Bluetooth LE Audio. Think of Auracast as a local wireless audio output, similar to how a TV can output sound through HDMI-ARC, optical, or Bluetooth. The broadcast doesn't change — the TV just needs the ability to send its audio as an Auracast stream. If a TV isn't Auracast-enabled, you can still make it work by adding an external Auracast transmitter, which plugs into the TV's headphone jack, optical port, or HDMI-ARC. That transmitter then sends the Auracast audio that your devices can receive.
How does auracast help those who are deaf from birth. They may or may not have a cochlear	Auracast™ can help some people who are deaf from birth, but only if they benefit from sound through a cochlear implant or hearing aid. For those who use auditory access, Auracast

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implant that may or may not be useful?	provides clearer, more direct audio for speech, announcements, and performances, which can improve understanding and reduce listening effort. However, for Deaf individuals who do not use sound or do not benefit from amplification, Auracast does not replace visual access tools like captions or sign language. In these cases, it serves as one part of a broader accessibility strategy, supporting those who rely on audio while complementing visual communication options for others.
If someone is going to buy a new hearing aid or cochlear implant, what should they ask for assistive tech, tCoil or bluetooth or what? Thanks.	There's no single "right" choice when it comes to T-coil, Bluetooth, or Auracast™ — the best option depends entirely on your personal hearing needs and the environments you spend time in. When purchasing a new hearing aid or cochlear implant, the most important step is to talk with your audiologist about how you use sound, where you need support, and what types of assistive listening systems you want to access. Many people benefit from T-coil because it provides direct, universal access to hearing loops in theaters, worship spaces, and public venues today. Bluetooth can support phone calls and media streaming, and Auracast is an emerging technology that will offer direct-to-device access in the future as more products become compatible. Taking the talking points from today's webinar to your audiologist will help you decide which combination of features — T-coil, Bluetooth, Auracast readiness, or all of the above — will give you the best experience based on your lifestyle and listening goals.

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So why would AuD be so excited about this but nationally seem to poo poo telecoils. I hear this from people across the country. They could have been providing better experiences for 10 - 20 years but too often one has to ask for a telecoil.	That's a great question, and one we've reflected on as well. Auracast™ has been on audiologists' radar for quite some time, largely because Bluetooth® has done extensive global marketing around the technology. That level of visibility means many clinicians heard about Auracast early — well before any assistive listening products were actually available — and patients began asking about it long in advance of real-world deployments.Telecoils, by contrast, never had that kind of widespread promotional support, despite offering excellent, reliable access in public spaces for decades. Because of that, conversations about telecoils and hearing loops haven't always been as front-and-center in clinical settings as they could be, and patients sometimes need to ask for them specifically.What we hope Auracast will do is bring assistive listening back into the spotlight, encouraging more consistent counseling about all technologies: loops, telecoils, Auracast, and everything else that helps people hear better in real-world environments.
What happens when you have the loop in a church, for example, and then you add the auracast? How does this work together? Do they compete?	They actually work very well together — they don't interfere or compete. A hearing loop and an Auracast™ system operate on completely different technologies, so they can coexist in the same space without any conflict. For the user, it's simply a matter of choosing which system works best for them. Someone with a telecoil-equipped hearing aid may continue using the loop just as they always have, while someone with an Auracast-enabled device can tune into the Auracast broadcast instead. In many venues, offering both technologies creates a more inclusive environment by supporting a wider range of hearing devices and user preferences. Ultimately, the systems complement each other and give people more ways to connect — not fewer.
For someone purchasing a new hearing aid, are both receivers now available. In other words what	There's no single "right" choice when it comes to T-coil, Bluetooth, or Auracast™ — the best option depends entirely on your personal hearing needs and the environments you spend

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devices should you ask for when purchasing new aids	time in. When purchasing a new hearing aid or cochlear implant, the most important step is to talk with your audiologist about how you use sound, where you need support, and what types of assistive listening systems you want to access. Many people benefit from T-coil because it provides direct, universal access to hearing loops in theaters, worship spaces, and public venues today. Bluetooth can support phone calls and media streaming, and Auracast is an emerging technology that will offer direct-to-device access in the future as more products become compatible. Taking the talking points from today's webinar to your audiologist will help you decide which combination of features — T-coil, Bluetooth, Auracast readiness, or all of the above — will give you the best experience based on your lifestyle and listening goals.
What should a house of worship install now to reach most people needing assistive tech?	There are several options a house of worship can choose for assistive listening, but based on our conversation today, an effective approach is to install a hearing loop system alongside an Auracast™ broadcast audio system. A hearing loop provides immediate, universal access for anyone with a telecoil-equipped hearing aid or cochlear implant, delivering clear, direct-to-ear sound without additional equipment. Adding Auracast prepares the venue for the growing number of listeners who will use smartphones, earbuds, or future Auracast-enabled hearing aids, while still supporting those without compatible devices through dedicated receivers and neckloops. Together, these technologies complement one another, ensuring proven accessibility now and flexible, future-ready options as device adoption continues to expand.

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Bluetooth is a touchy technology, especially when there are numerous signals in a space. How will auracast deal with that to insure reliability?	It's true that traditional Bluetooth can be unreliable in crowded environments, but Auracast™ is built on Bluetooth LE Audio, which is designed specifically to avoid those issues. LE Audio uses a more efficient radio system with stronger resistance to interference, along with intelligent frequency hopping that helps maintain a stable signal even when many wireless devices are present. Because Auracast is a one-to-many broadcast rather than a paired connection, the transmitter isn't overloaded by multiple users, and commercial Auracast systems are engineered for professional venues where reliability is critical. Early real-world installations, including large and complex environments like the Sydney Opera House, have shown that Auracast performs consistently without the dropouts or congestion commonly associated with classic Bluetooth.
So I connect to my 3 yr old hearing aid via bluetooth to my cellphone. If my new cellphone is able to pick up Auracast, can it connect to my older hearing aids via bluetooth, without me getting new hearing aids?	In most cases, no — even if your new cellphone can receive Auracast™, it cannot pass that audio through to your older hearing aids using regular Bluetooth. Your hearing aids almost certainly use classic Bluetooth, while Auracast requires Bluetooth LE Audio, and the two systems aren't compatible. Phones currently cannot act as a "bridge" or translator between Auracast and older Bluetooth hearing aids. You can enjoy the Auracast experience in a venue by using a dedicated receiver with a neckloop or headphones, which will give you clear, direct audio regardless of your current hearing aid model. In the future, you'll also have the option to upgrade to hearing aids that include Bluetooth LE Audio for direct Auracast access. Your current hearing aids will continue to work well for phone calls and media

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	streaming; the receiver simply extends your listening options so you can take advantage of Auracast broadcasts today.
What will the receivers and headphones/neckloop cost?	Typically the cost to purchase a dedicated receiver/headphone/neckloop is absorbed by the venue as this is a requirement under the ADA to provide assistive listening. MSRP is roughly $500.
While installation of 'Auracast is cheaper than loops, wouldn't the entire system be way more expensive if you include multiple receivers for individuals?	It's a common assumption that Auracast™ would become more expensive once you factor in multiple receivers, but in reality both Auracast and hearing loop systems require dedicated receivers and neck loops to meet ADA requirements. No matter which technology is installed, venues must provide a certain number of receivers based on seating capacity, so that cost exists in both models. What may differ is the long-term maintenance: early on, Auracast receivers might see more handling and wear simply because more people will need loaners until Auracast-enabled personal devices become widespread. That's something for venues to consider, but it doesn't fundamentally change ADA obligations or make Auracast inherently more expensive than loops. In fact, in many cases the installation cost for Auracast is lower, and over time the number of receivers a venue must lend out may decrease as more users bring their own compatible devices.
What I really like about the Auri neckloop receiver is that it provides a strong magnetic signal and hearing aid users with telecoils can be certain that they benefit from picking up a receiver prior to a show. This has not always been the case with other FM or IR based assistive listening systems.	Thank you for that feedback, we appreciate it.

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Can the transmitter be portable - ex: we could use it in a 200 person auditorium, and then take it into a 30 person conference room?	Yes, the Auri™ transmitter can be used portably, so you could move it from a 200-person auditorium to a 30-person conference room as needed. Technically this is completely feasible as long as the transmitter has power and the audio source is available in the new location. We have customers who move their transmitter between spaces, sometimes placing it on a tripod, so they can use it in a large auditorium for one event and then relocate it to a smaller conference room for the next. It is a flexible option for venues that need temporary or mobile assistive listening coverage.