

Turning Technology into Access: Auracast Advocacy in Real-World Settings

Jill Mecklenburger, AuD

Webinar FAQs

How to ask a question:

- Use the Q&A.

Handouts:

- Resources tab in Zoom
- Pending courses

How to view captions:

- Click CC Button to Show/Hide Captions

How to earn CEUs:

- After the webinar, go to your Pending Courses and pass the multiple-choice exam.

For assistance or tech support:

- Call 800-753-2160
- customerexperience@continued.com
- Use the Q&A window



Learning Outcomes

- Describe the core principles of Auracast and how it differs from traditional assistive listening technologies.
- Identify key public listening environments in your community where Auracast could meaningfully improve accessibility.
- Communicate the value of auracast effectively to patients, families, and community stakeholders.



Limitations/Risks

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Turning Technology into Access: Auracast Advocacy in Real-World Settings

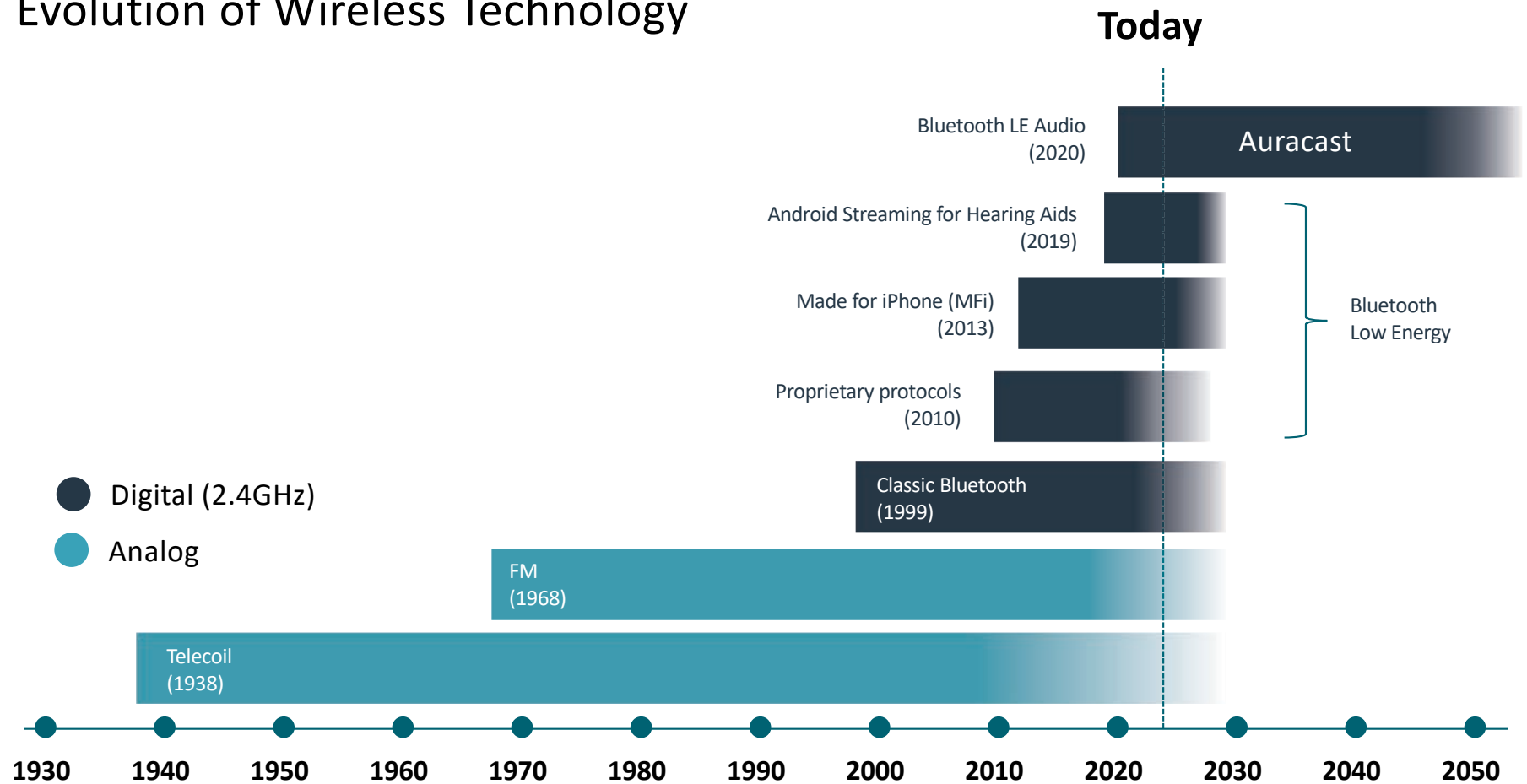
Jill Mecklenburger, AuD

Principal Audiologist, Global Audiology

GN Hearing



Evolution of Wireless Technology

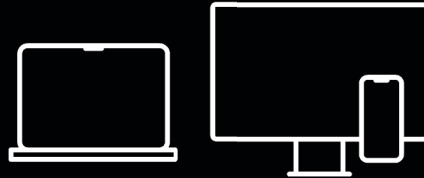


Bluetooth Low Energy (LE) Audio



Low Complexity
Communications Codec (LC3)

Higher sound quality, lower
power



Multi-stream

Connect to multiple devices
simultaneously



 **AURACAST**

Broadcasting and audio
sharing

Auracast is making the world more hearing friendly and accessible for everyone



Share your audio

Shared listening and watching from your personal device



Hear your best

Public address and assistive listening

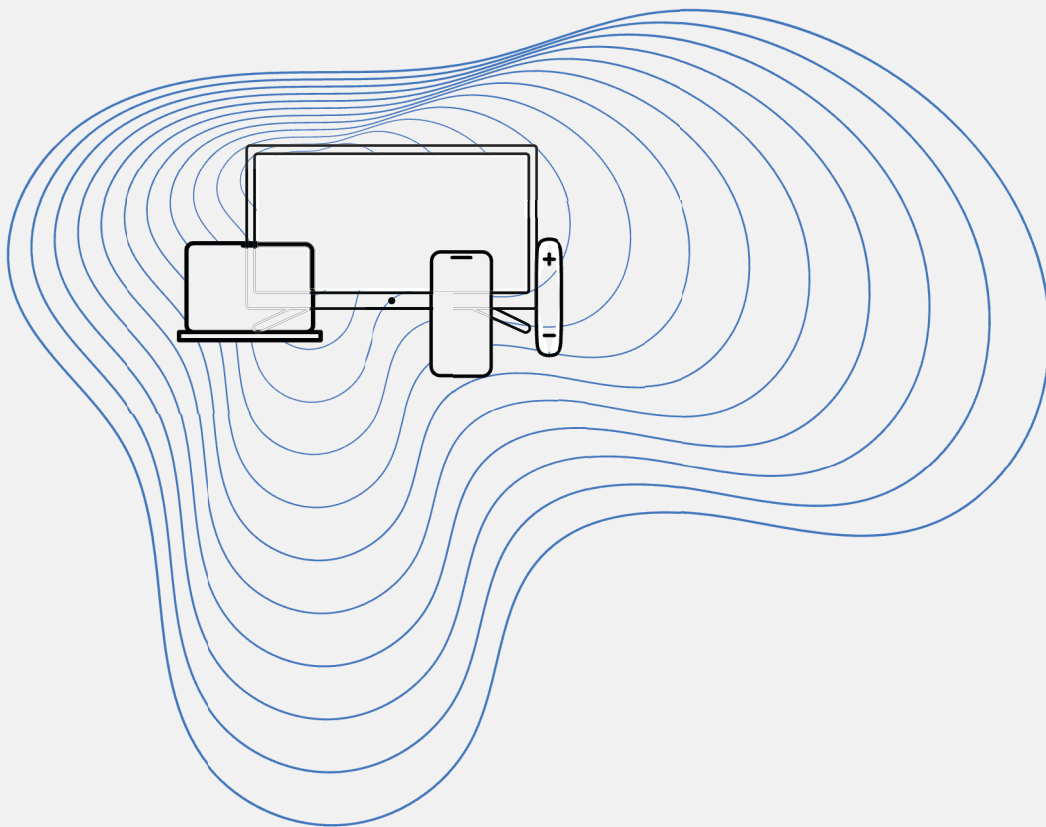


Enhance your audio world

Silent Screens, Theaters, Music Venues, Museums, etc.

Auracast™ Transmitter

(television, laptop, TV-Streamer+...)



Auracast Assistant

(smartphone, smartwatch...)

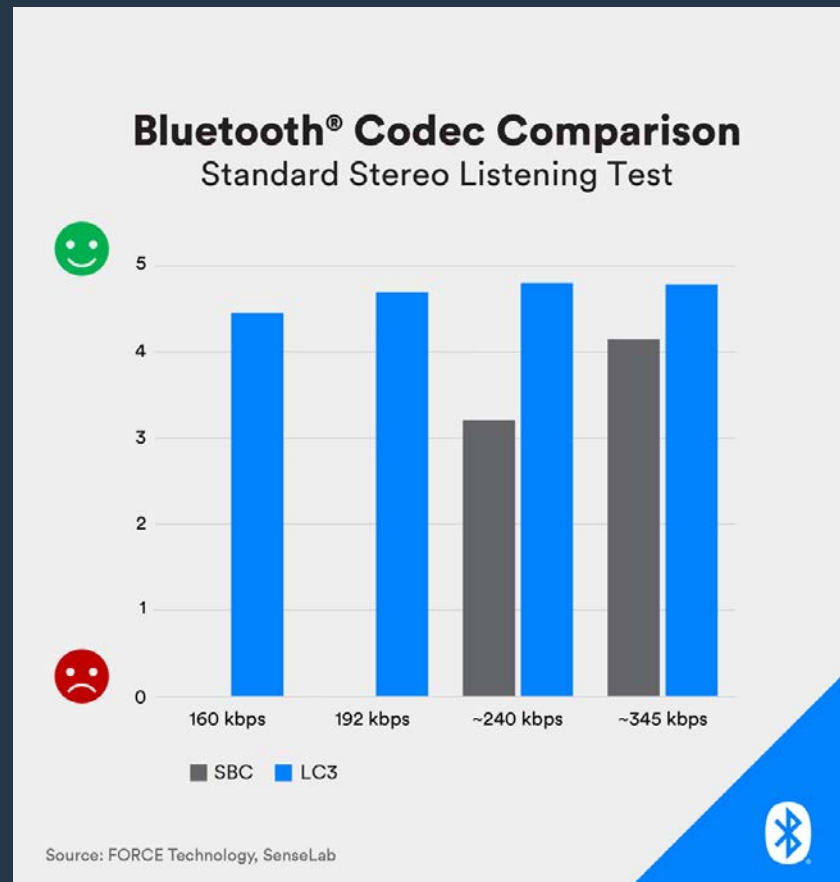


Auracast Receiver

(hearing aids, cochlear implants, headphones, earbuds...)



How does Auracast compare to Classic Bluetooth?



How does Auracast compare to Telecoil Loop Systems?

Loop System

- Established longstanding system
- Good for understanding speech
- Direct access (but only for HAs)
- Separate tuner not needed
- Expensive to install
- One channel
- Mono signal, limited bandwidth for music
- Limited hearing aid form factors

Auracast

- Stereo signal, better audio quality
- Good sound quality for music
- Multiple channels
- Less expensive than loop systems
- Endorsed by all major HA manufacturers
- Compatible with BTLEA earphones, earbuds and headsets
- Requires an assistant currently
- Not all manufacturers enabled yet

Auracast FAQs

Public Venues

Are Auracast transmitters available for purchase for public venues?

Range

What is the broadcast range of Auracast?

Availability

Where is Auracast available?

Consumer Electronics

What consumer electronics currently offer Auracast?

Time Frame

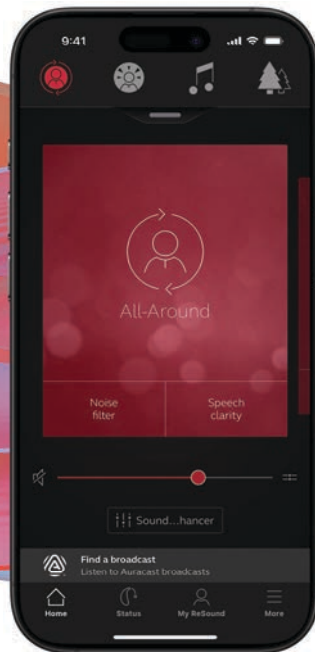
When will Auracast be in most consumer electronics?

Joining Auracast

How will patients join an Auracast broadcast?

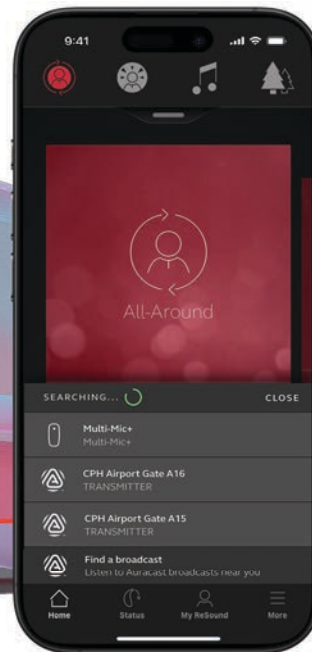


ReSound Smart 3D app with Auracast Assistant

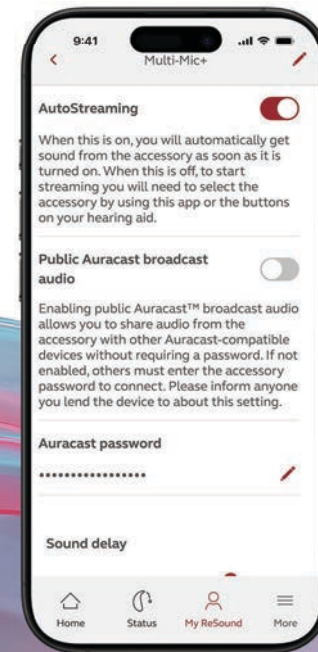


Available for all users

With iOS and Android™ devices compatible
with ReSound Smart 3D



**Access both Auracast and accessory
streams in one list**



**Easily share Auracast streams with family
and friends**

Share and modify passwords to protect your
privacy when using the Multi-Mic+ and TV-
Streamer+

Listen Tech Auri



Bettar CASTER



Williams AV Infinium



Opus Auragate



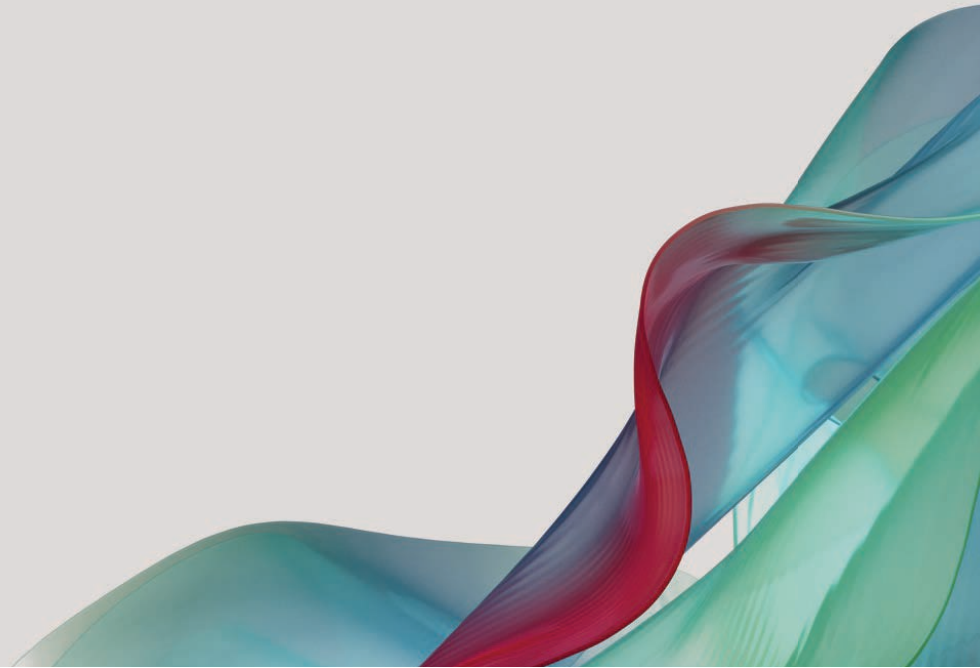
Opus Auraloop



ReSound TV Streamer+



Real World Case Examples of Auracast Implementations



Lincoln Center, NYC (November 2024)

“ I was blown away. For first time I could hear the plucking on the cello and the violin.

Participant

“ The concert moved me to tears and left me speechless. What a game changer!

Participant

“ The fusion of art and technology is becoming seamlessly interconnected, creating a truly powerful experience.

Participant



Auracast™ Audio. Better than the original?

 Nick Hunn
CTO at WiFore

November 6, 2024

If you've not heard of Auracast™, it's time to find out about it. It's part of the new Bluetooth Low Energy Audio specifications which support broadcast audio. What that means is that it allows individuals and places to share an audio stream, so that multiple people can listen to the same thing.

Auracast builds on the telecoil experience, which has been part of hearing aids for many years, but supports a new codec, called LC3. This can be used to generate high quality audio with such a low latency that the Bluetooth stream can reach your ears at the same time as the ambient stream. Last week, Auracast had its first major public demonstration in the US at a performance of Richard Einhorn's "Voice of Light" in the Lincoln Centre in New York. A number of users, both with and without hearing loss were able to hear how it works. I was one of





- Sydney Opera House (March, 2025)
- 120 selected invited guests from US, Australia, New Zealand, Singapore
- ReSound Nexia and Vivia hearing aids, Samsung earbuds, Auri receivers
- Performance by Celeste Strings Quartet via Auri
- Panel discussion with TVStreamer + via Auracast



Sydney Opera House



- Auracast™ deployment: March 2025
- Multi-theater, live audio, audio description + assistive listening
- Concerts, theater, opera, orchestra, keynotes

Contact Theater, UK



- Auracast™ deployment: January 2025
- Multi-theater, live audio, audio description + assistive listening
- Concerts, theater, opera, orchestra, keynotes

Sydney International Conference Center



- Auracast™ deployment: May 2025
- Multi-purpose augmented audio, language translation + assistive listening
- Conventions, conferences, theater, ballroom functions

Christ Presbyterian Church, USA



- Auracast™ deployment: March 2025
- Seating capacity: 80
- Live audio, worship music streaming, multilingual services + assistive listening
- Worship services, music events, programs, meetings

Godfirst Church, UK



- Auracast™ deployment: February 2025
- Seating capacity: 500
- Live audio, worship music streaming, multilingual services + assistive listening
- Worship services, music events, programs, meetings

Grace Lutheran Church, USA



- Auracast™ deployment: February 2025
- Seating capacity: 300
- Live audio, worship music streaming, multilingual services + assistive listening
- Worship services, music events, programs, meetings

Stadium Taranaki, NZ



- Auracast™ deployment: June 2025
- Seating capacity: 21,000
- Live audio, real-time commentary, multi-language broadcasts + assistive listening
- Sports, entertainment, expos, conferences

University of Arts London



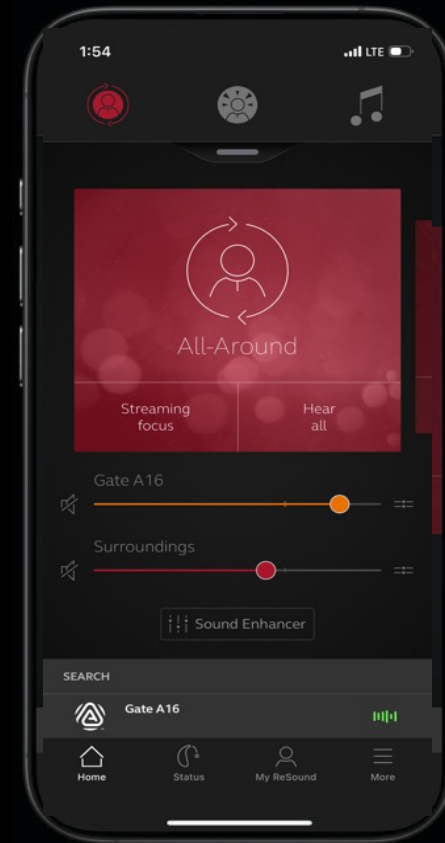
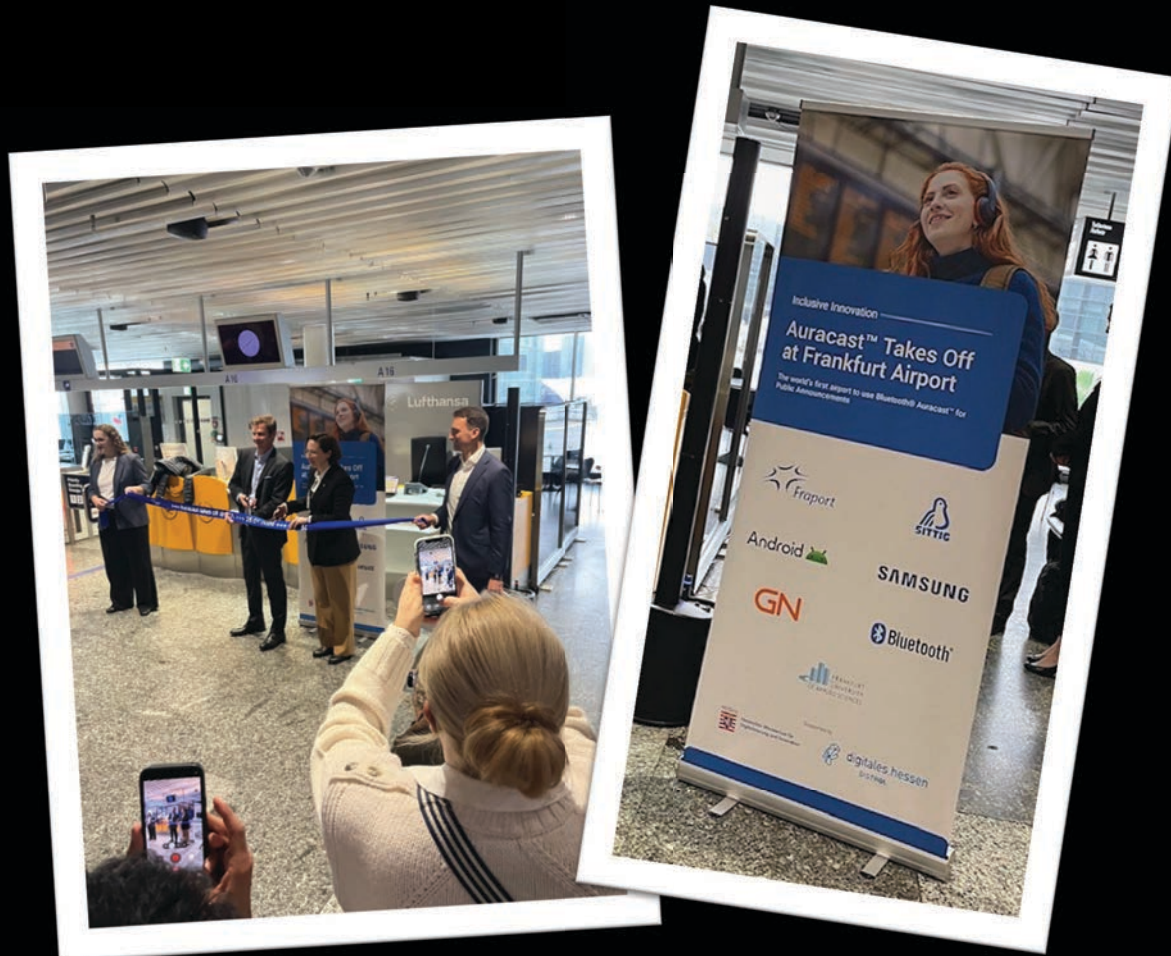
- Auracast™ deployment: January 2025
- Live audio, real-time collaboration event broadcasts + assistive listening
- Courses, workshops, events, meetings

University of St. Andrews, UK



- Auracast™ deployment: April 2025
- Live audio, real-time collaboration event broadcasts + assistive listening
- Meeting and rehearsal rooms, commercial spaces

Frankfurt Airport (January, 2026)





“The fact I could understand about 80% of the dialogue was impressive given my severe hearing loss.”

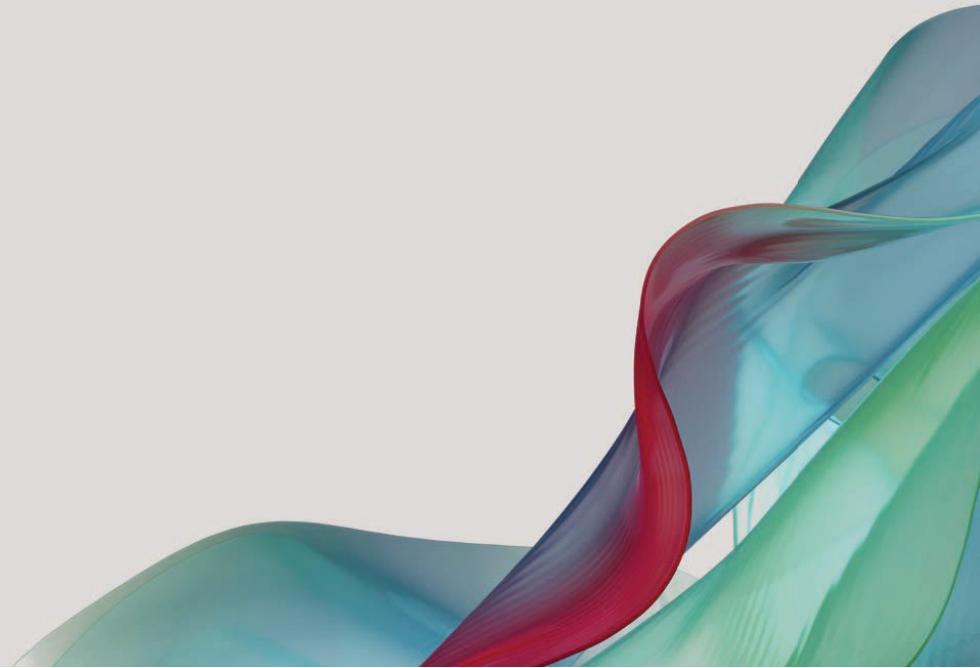
“I thought it was right on and totally blew me away because this was the **first time in 11 years** that music sounded as I remembered”

“The audio transitions were **smooth and amazing**, allowing me to connect with the atmosphere **effortlessly and experience every detail** as intended”

“I totally was immersed. It was effortless!”

“I was able to follow the changes in emotions and dialog of the different scenes and characters; **this is a critical difference** in my event and group experiences since starting to wear hearing aids.

Talking about Auracast with Patients and Family Members



Auracast Infographic on Bluetooth.com



New Audio Experiences

Auracast™ broadcast audio will enable exciting new audio experiences that will enhance the way we engage with each other and the world around us.



Share Our Audio

Smartphones, tablets, and laptops with Auracast™ broadcast audio will allow us to invite family and friends to use their own earbuds or hearing device to join in and listen to our personal audio experience when watching a movie or playing music.

Unmute Our World

Auracast™ broadcast audio in TV's in public locations like gymnasiums, restaurants, transit centers, and more will enable us to unmute what was once silent and offer a more complete watching experience for visitors.

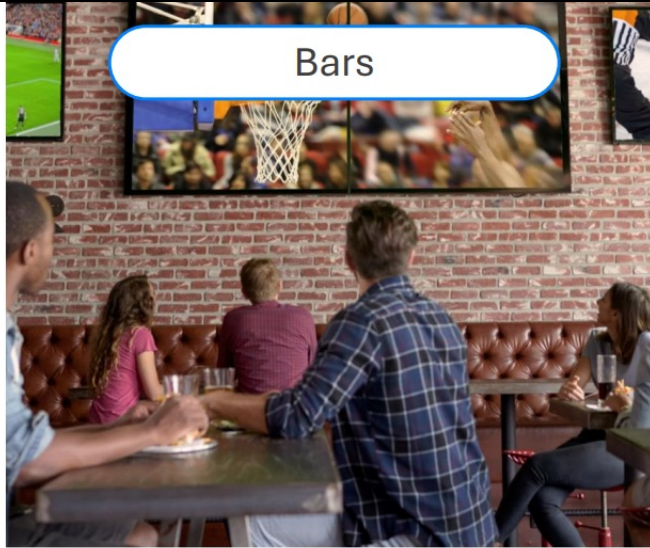
Hear Our Best

Auracast™ enabled public address or sound systems will allow venues like auditoriums, theaters, conference centers, and transit centers to enable visitors to hear our best at their location.

...)



Airports



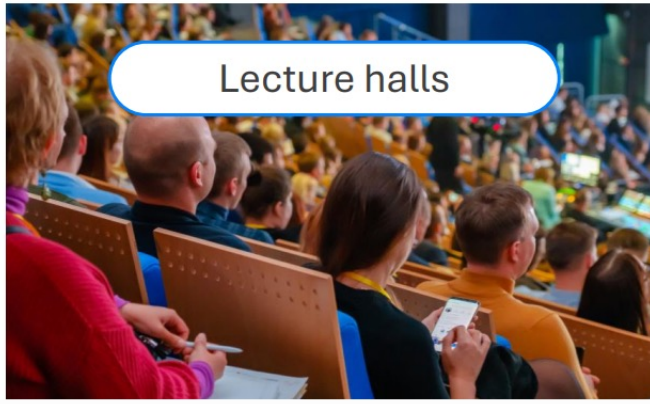
Bars



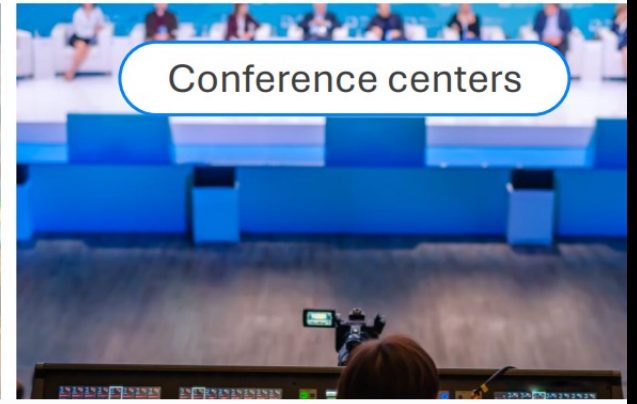
Theaters



Conference rooms



Lecture halls



Conference centers

Signage & Demonstration



Experience Auracast™ here

With the ReSound Smart 3D™ app and compatible* ReSound hearing aids, you can easily stream Auracast broadcast audio directly to your hearing aids.

Try it now!

Connect to the Marriott Theater Auracast broadcast stream:

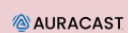
1. Open your ReSound Smart 3D™ app
2. Tap on "Find a broadcast"
3. Select "MTLAuracast"
4. Enjoy streaming the performance directly to your compatible* ReSound hearing aids



Don't have the app?

Scan the QR below to check compatibility and download now.





* Auracast Assistant works with ReSound Vivla™, ReSound Enzo™ IA, ReSound Savi™, and ReSound Nexia™, hearing aids
** Version 1.39 or later. See device compatibility on resound.com/compatibility
© 2025 GN Hearing A/S. All rights reserved. ReSound is a trademark of GN Hearing A/S. Apple, the Apple logo, iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc., registered in the U.S. and other countries. Google Play and the Google Play logo are trademarks of Google LLC. The Auracast word mark and logos are trademarks owned by Bluetooth SIG, Inc.

Available Assistive Listening



Auracast™
Tune your Auracast-capable device to channel "MTLAuracast"



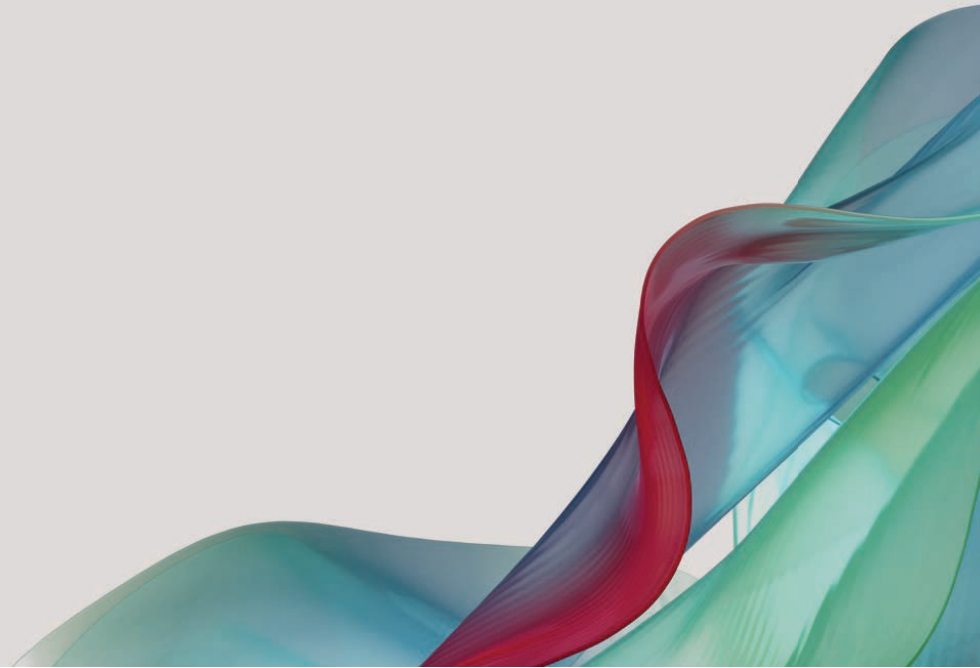


Hearing Loop
Switch hearing aid to T-coil





Becoming an Auracast Advocate (and Expert!)





[How it works](#)

[For developers](#)

[For advocates](#)

[For public locations](#)

[For assistive listening](#)

INTRODUCING



Auracast™ broadcast audio is a new Bluetooth® capability that will deliver life-changing audio experiences. It will let you share your audio, unmute your world, and hear your best, enhancing the way you engage with others and the world around you.

[Watch the video](#)



Bluetooth.com advocacy resources

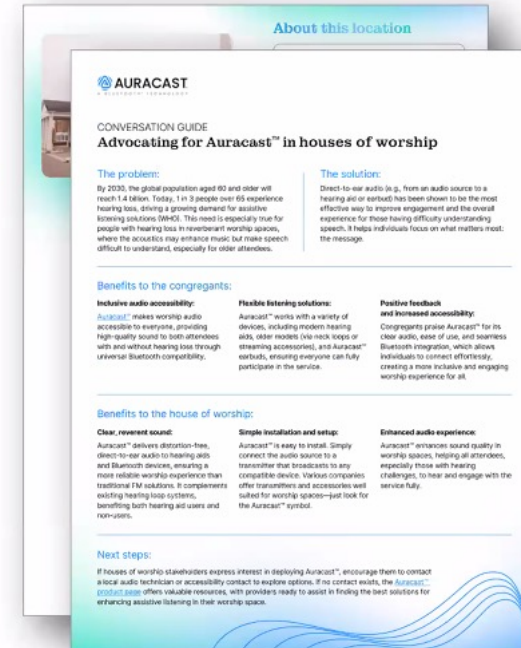
Location-specific resources help advocates understand and communicate the benefits of Auracast™ for each venue type.

- Now available for immediate use:

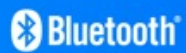
- Houses of worship
- Stadiums
- Theatres
- Universities

- Coming soon:

- Bars/restaurants
- Conference centers
- Conference rooms



Presentation deck on Auracast



Benefits of Auracast™ broadcast audio in public locations

[Presenter name here]

[Presenter role here]

Media Coverage



Thank you!

jmecklenburger@gn.com

