

Auracast™. Your Patients. Your Community.

Viktoriya Zakharenko, AuD
Field Training Audiologist, GN ReSound

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Key Takeaways

Key Takeaway	Clinical Implication
Legacy assistive listening systems have drawbacks	Induction coil, FM, and infrared systems have limited range and narrow bandwidth, are prone to interference and signal loss, can be costly and time-consuming to install and maintain, and not all hearing aids support telecoil.
Auracast is a broadcast audio standard built on Bluetooth LE Audio	It delivers high-quality, low-latency sound with minimal power use and lets venues stream clear audio to an unlimited number of Auracast-enabled devices.
Auracast works with any BTLEA device that has the Auracast protocol enabled	Compatibility is defined by Bluetooth LE Audio devices with the Auracast protocol enabled.
Connecting is similar to selecting a Wi-Fi network	An Auracast assistant scans for broadcasts, the user chooses a stream, and the assistant links it to the Auracast-enabled receiver.
Introduce Auracast to patients by focusing on ease of use and benefits	Explain what Auracast is, highlight community use cases, demonstrate with an in-office TV-Streamer+ or Multi-Mic+, and keep Auracast-enabled accessories on hand.
The GN Auracast+ app helps bring Auracast to smaller venues	Pair the app with a Multi-Mic+ or TV-Streamer+ to enable Auracast broadcast audio in your clinic and community, without the need for hearing aids present.
Smaller venues with existing AV are the easiest place to start	Larger spaces need transmitters with broader range and can increase both costs and complexity.
Community leadership benefits patients, the community, and your practice	Benefits include improved speech understanding, stronger community engagement, expanded referral networks, and long-term patient loyalty rooted in value.

Course Content

Learner Outcomes

- After this course, participants will be able to identify the benefits of Auracast.
- After this course, participants will be able to describe the GN Auracast + app.
- After this course, participants will be able to discuss steps to implement Auracast in their community.

Introducing Auracast

Making the world more hearing-friendly.

All-Inclusive Connectivity

Bluetooth® LE Audio and Auracast build on a progression of connectivity technologies, from analog telecoil (1938) and FM (1968) to digital 2.4 GHz options including classic Bluetooth (2000), proprietary protocols (2010), MFi (2013), Android Streaming for Hearing Aids (ASHA) (2019), and Bluetooth LE Audio (2020).

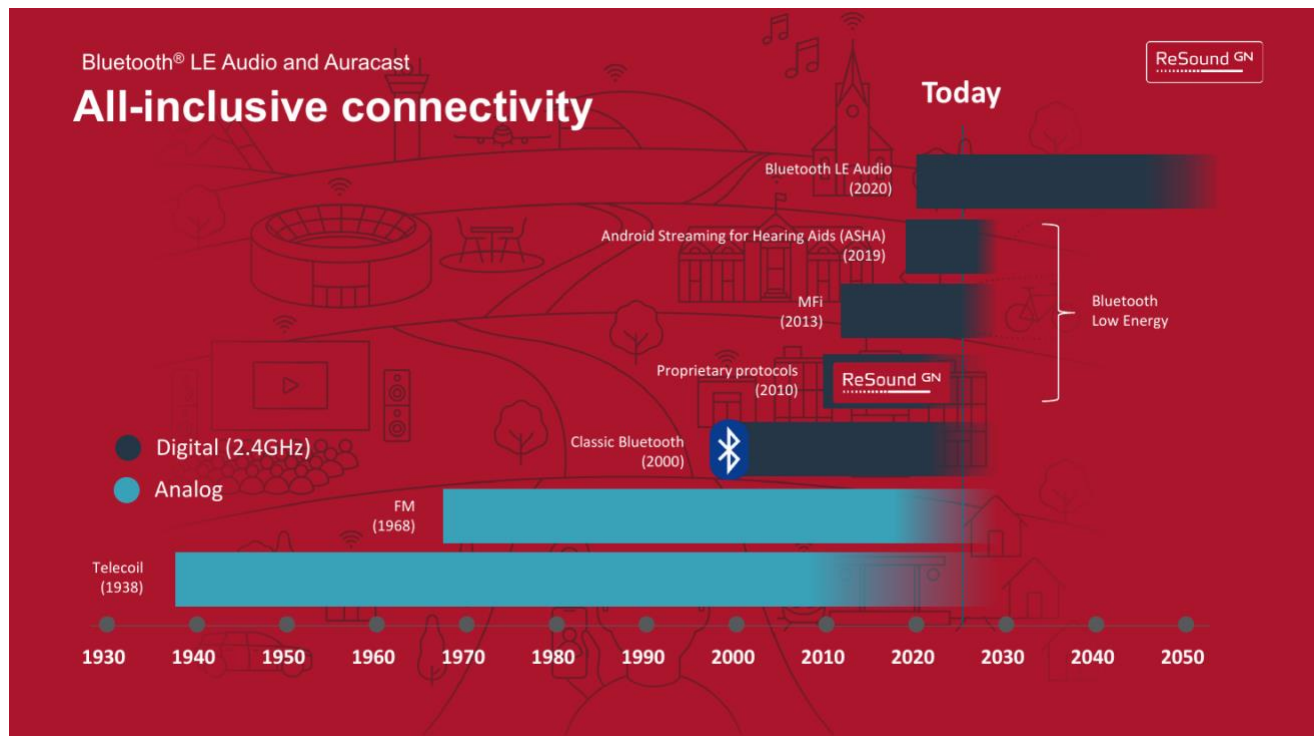


Figure 1. Timeline of analog and digital connectivity technologies from 1938 to Bluetooth LE Audio.

Hearing Well in Public Places

Background noise, distance, and reverberation hamper clarity and speech understanding in big venues. Assistive listening systems (ALS) can offer vast improvements (Hearing Review, Feb 2024).

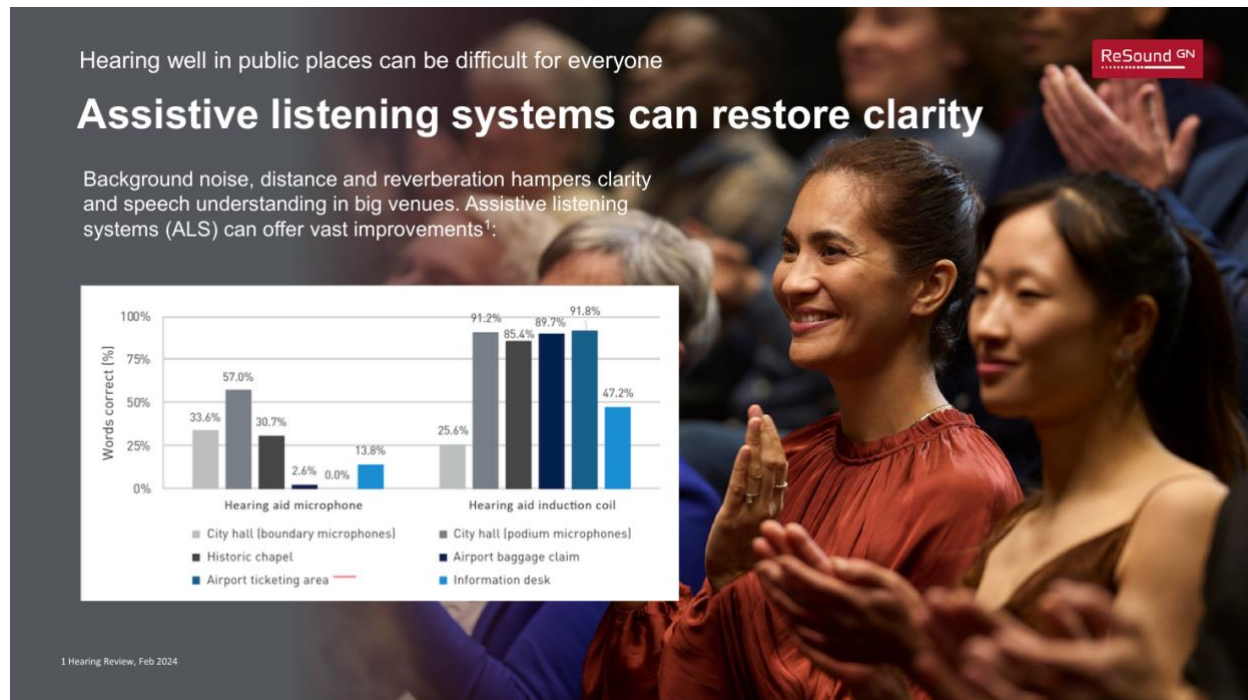


Figure 2. Percent words correct by venue with a hearing aid microphone and a hearing aid induction coil.

Legacy ALS Drawbacks

Legacy ALS such as induction coil, FM, and infrared systems have several drawbacks:

- Limited range and narrow bandwidth, forcing users to stay within specific zones
- Costly and time-consuming to install and maintain, especially for larger or complex areas
- Prone to interference and signal loss, resulting in unreliable audio quality
- Not all hearing aids support telecoil, limiting accessibility

What Is Auracast Broadcast Audio?

A new standard for inclusive, accessible audio:

- Wireless audio broadcast technology based on Bluetooth® Low Energy (LE) Audio for high-quality, low-latency sound transmission with minimal power use
- Allows public venues, transportation, places of worship, and cultural institutions to stream clear audio to unlimited Auracast-enabled devices
- Empowers hearing aid users to access clear audio, significantly improving speech understanding in challenging listening environments

The Benefits of Auracast

Benefit	Description
Universal accessibility	Enables new use cases and makes public spaces more accessible for everyone
Improved sound clarity	Clear speech and music streamed directly to hearing aids even in complex listening environments
Easy and affordable	Simpler deployment and maintenance for venues of any size
Scalable and future-proof	Scalable, evolving technology delivering improved listening now and with more venues to come

Q2

Quiz Hint: Universal accessibility is listed among the benefits of Auracast: it enables new use cases and makes public spaces more accessible for everyone.

Auracast Momentum

- 5+ new Auracast-enabled venues pop up every day globally (Bluetooth SIG, 2025)
- 2.8 million+ ears helped with Auracast-enabled hearing aids since 2023 (GN proprietary data on file, 2025)
- 76% prefer hearing with Auracast compared to teleloop (Jespersen, Hashem, Aranda de Toro & Fernández, 2026)

World's First Auracast Live Performances

Venue	Highlight
Oslo Nye Teater	Testing Auracast streaming to hearing aids with support from Ampetronic and ABTransistor during a theater performance
Lincoln Center New York	TV-Streamer+ delivers a seamless Auracast live experience to hearing aids at Richard Einhorn's "Voices of Light" concert
Sydney Opera House	First cultural institution worldwide to permanently install Auracast, in partnership with GN, Hearing Australia, and National Acoustic Laboratories (NAL)

Hearing Aids and Accessories Made for Auracast

ReSound hearing aid families made for Bluetooth LE Audio and Auracast include ReSound Sensia, ReSound Nexia™, ReSound Enzo™ IA, and ReSound Savi™.

- Multi-Mic+: the world's first remote mic featuring Auracast, allowing educators, presenters, event hosts, and tour guides to broadcast their voice to multiple listeners
- TV-Streamer+: supports Auracast, allowing an unlimited number of Auracast-enabled devices to listen to a TV audio stream

Auracast Compatibility

Auracast is compatible with any BTLEA device with the Auracast protocol enabled.

Q1

Quiz Hint: Auracast works with any Bluetooth LE Audio (BTLEA) device that has the Auracast protocol enabled.

Connecting to Auracast

Accessing broadcasts around you.

Broadcasting Made Simple

Auracast lets any compatible device join a nearby broadcast.

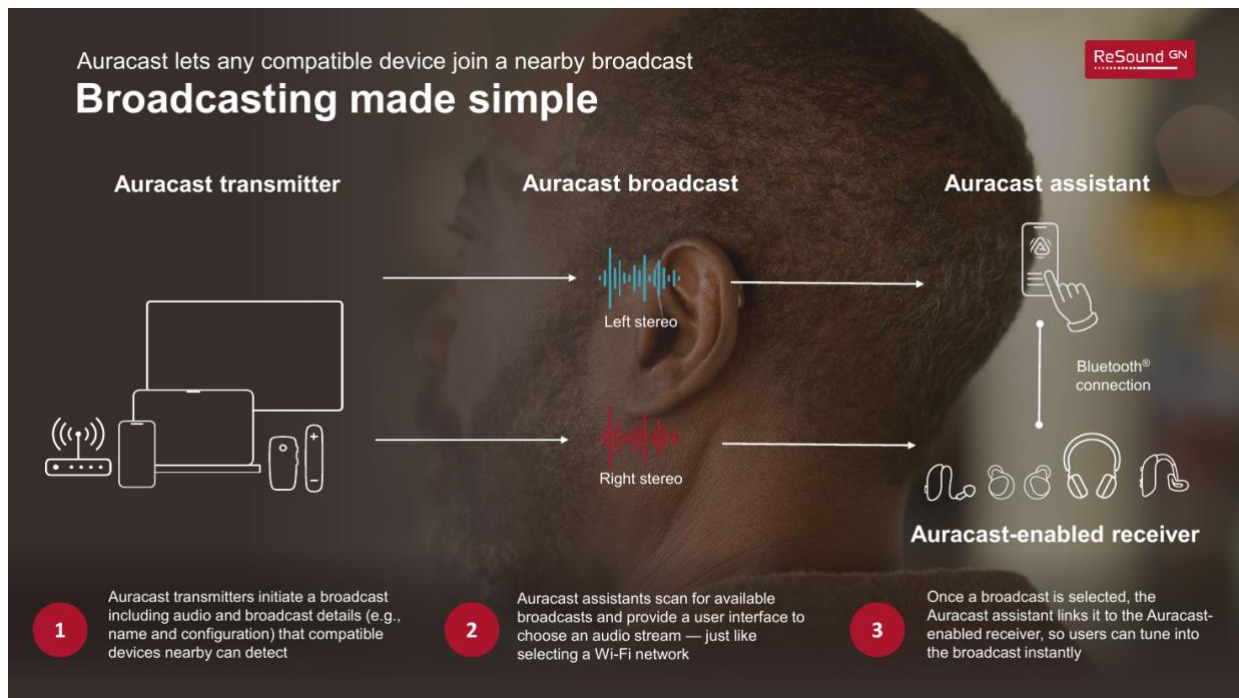


Figure 3. Auracast transmitter, broadcast, assistant, and Auracast-enabled receiver.

- Auracast transmitters initiate a broadcast including audio and broadcast details (e.g., name and configuration) that compatible devices nearby can detect
- Auracast assistants scan for available broadcasts and provide a user interface to choose an audio stream, just like selecting a Wi-Fi network
- Once a broadcast is selected, the Auracast assistant links it to the Auracast-enabled receiver, so users can tune into the broadcast instantly

Auracast Assistant: Tap to Tune In

The ReSound Smart 3D™ app includes the world's first Auracast Assistant for hearing aids (GN proprietary data on file, 2025). Inclusive connectivity is not just about streaming anywhere; it ensures everyone can join in equally.

How it works in the ReSound Smart 3D app:

- Click on “Find a broadcast” at the bottom of the screen
- Choose an Auracast broadcast from the list
- Enjoy sound directly streamed to your hearing aids

Discussing Auracast with Your Patients

Providing connection where it counts.

The Need for Seamless Connectivity

Patient needs shift along the purchase journey, which moves from awareness through solution seeking, decision making, onboarding, and ongoing use to new needs. The needs tracked are hear in noise, comfort, discretion, easy to handle, and connectivity (Discreetness perceptions, Fidelity for Palladium, June 2021; MarkeTrak 22).

Introducing Auracast to Patients

Focus on ease of use and benefits. Example language:

Auracast is a new Bluetooth technology that lets your hearing aids connect directly to audio being shared in public places, like at your place of worship, theater, community center, airports, or even at home.

Think of it like receiving the sound straight from the source, instead of struggling to hear from a distance or through background noise, the sound streams right into your hearing aids.

It's designed to be easy to access and connecting is simple and convenient, much like selecting a Wi-Fi signal. The benefit to you is clearer sound, better speech understanding, and a more comfortable listening experience in everyday situations that can be challenging.

Stay Connected. Hear More.

- Explain what Auracast is and how it will benefit the patient in their daily life
- Highlight potential use cases in the community, like places of worship and public venues
- Demonstrate ease of accessing Auracast broadcast with an in-office TV-Streamer+ or Multi-Mic+ connected to an audio source
- Keep Auracast-enabled accessories on hand, like the TV-Streamer+ and Multi-Mic+, so patients have the option to purchase after experiencing the demo

GN Auracast+ App

Bring Auracast to the world today.

Providing Auracast to Smaller Venues

It's never been easier to bring Auracast to the community. Enable Auracast in your clinic and communities by pairing the GN Auracast+ app with the Multi-Mic+ or TV-Streamer+.

How it works in the GN Auracast+ app:

- Select Pair Multi-Mic+ or Pair TV-Streamer+ and then turn on the accessory
- Enter pairing mode and select Search for accessory
- Once the accessory is found, select Pair with app and Pair for the Bluetooth pairing request

Benefiting Your Patients and Your Community

- Accessories improve speech understanding over noise and distances so patients can capture every word (Jespersen & Rubachandran, 2025)
- 76% of patients prefer hearing with Auracast compared to teleloop (Jespersen, Hashem, Aranda de Toro & Fernández, 2026)
- Partner with small to medium local venues to bring Auracast broadcast to where it matters most to your patients
- Enable Auracast broadcast audio from a connected Multi-Mic+ or TV-Streamer+ in public spaces without the need for hearing aids present

Q3

Quiz Hint: Partner with small to medium local venues to bring Auracast broadcast to where it matters most to your patients.

Q4

Quiz Hint: The GN Auracast+ app lets you enable Auracast broadcast audio from a connected Multi-Mic+ or TV-Streamer+ in public spaces, even when no hearing aids are present.

Enabling Auracast in Your Community

Identifying the needs in your community.

Installing Auracast

Auracast can make a difference by turning technology into real, relevant patient benefit and highlights your value beyond your clinic doors. How to get started in your area:

- Listen to the stories of your patients and identify the spaces in which they struggle to hear well
- Leverage your connections and relationships in the community to start meaningful conversations
- Look for venues that are close to your office and offer to demo the technology with a TV-Streamer+ or Multi-Mic+ and the GN Auracast+ app

Community Installation

Create more connected and inclusive experiences in your community by installing Auracast.

Step	Description
Build an Auracast team	Partner with an audiovisual installer who understands the systems and can speak to the AV needs, allowing you to focus on hearing aids and patient needs
Contact the venue's AV team	Learn about their current system and where there may be gaps in the listening experiences for visitors with hearing loss
Offer a demonstration	Connect a TV-Streamer+ or Multi-Mic+ to their existing AV system to show the ease of set-up, improved sound quality, and range of Auracast broadcast audio

Venue Considerations

Smart decisions around venue selection will make the process easier and more streamlined.

Consideration	Description
Venue size and requirements	Look for smaller venues that have AV onsite or have an existing relationship with an AV provider; larger spaces will need transmitters with broader range
Existing AV and ALS systems	Venues that already have audiovisual systems and are using ALD systems, like infrared or teleloop, will be easier to install Auracast transmitters
Create signage	Create signage that Auracast is available, consider how to add your practice information, and then register the location on the Bluetooth® website

Dreaming Bigger: Audiovisual Considerations

Choosing a larger venue, a space with more complex AV needs, or a site without an existing system can increase both costs and complexity. Considerations for complex cases:

- Larger venues will need a transmitter with a broader range; consider Listen Technology Auri™
- Calculate the minimum ALD and neck loops required via an accessibility calculator
- Determine if the broadcast can be public or needs to be private, multichannel, analog vs. digital

Taking the Next Step

- Identify the spaces your patients struggle and where you can leverage relationships to start the conversation
- Partner with an audiovisual installer and reach out to the venue's AV team or front of house
- Look for smaller venues that have existing systems for easy demonstration and installation

Your Patients. Your Community.

Auracast is reshaping what hearing accessibility and inclusivity looks like in the real world. The deeper the knowledge you have in its benefits, the better positioned you are to elevate patient outcomes, strengthen your community's hearing health, and differentiate your practice.

Benefit Area	Benefits
Patient benefits	Improve speech understanding over noise and distances; more confident participation in community settings; stronger connection to their world including events, people, and places
Community benefits	Move closer to true hearing accessibility; works alongside other ALS and provides a path toward the future; stronger engagement in civic, culture, and social events and allows for positive economic impact
Practice benefits	Seen as trusted advisors and strengthens the provider-patient relationship; expands referral networks through community venue partnerships; builds long-term patient loyalty rooted in value

Q5

Quiz Hint: Practice benefits named in the course include being seen as a trusted advisor, strengthening the provider-patient relationship, expanding referral networks through community venue partnerships, and building long-term patient loyalty rooted in value.

Bring Auracast to Your Community

- Inform patients about the benefits of Auracast in improving hearing clarity and recommend Auracast-enabled hearing aids as a future-proof investment
- Demo Auracast in clinic to offer a firsthand experience to your patients and become an authorized Auracast location by Bluetooth SIG
- Let your community know your clinic offers Auracast broadcast audio on Google Maps
- Identify local venues (e.g., theaters, places of worship, and cultural institutions) that would benefit from the adoption of Auracast broadcast systems and offer your support

Conclusion

- Auracast is a Bluetooth LE Audio broadcast standard that addresses the drawbacks of legacy assistive listening systems.
- Discuss Auracast with patients by focusing on ease of use and benefits, and demonstrate it in clinic.
- Use the GN Auracast+ app with a Multi-Mic+ or TV-Streamer+ to bring Auracast to smaller community venues.
- Start with smaller venues that have existing AV systems, partner with an audiovisual installer, and offer a demonstration.

Interactive Worksheet

Auracast™. Your Patients. Your Community.

Presenter: Viktoriya Zakharenko, AuD

Profession(s): Audiology

Date:	Click here to enter text.
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How to Use This Worksheet

Click into any bordered box and type directly. Complete the modules during the course and the reflection and action plan afterward.

Checkboxes are best completed in desktop Word. Each option also has a printed label so the worksheet remains usable elsewhere.

Learning Objectives

1. After this course, participants will be able to identify the benefits of Auracast.
2. After this course, participants will be able to describe the GN Auracast + app.
3. After this course, participants will be able to discuss steps to implement Auracast in their community.

Module 1: Understanding Auracast

Fill-in-the-blank notes. Define each term in your own words as you listen.

Key Term	Definition in Your Own Words
Auracast broadcast audio	Click here to enter text.
Assistive listening system (ALS)	Click here to enter text.
Bluetooth LE Audio	Click here to enter text.

Key Term	Definition in Your Own Words
Universal accessibility	Click here to enter text.

Name three drawbacks of legacy ALS such as induction coil, FM, and infrared systems:

Click here to enter text.

Complete the notes below:

Notes Prompt	Your Answer
Auracast is based on:	Click here to enter text.
Venues can stream audio to:	Click here to enter text.

Quick Check

All hearing aids support telecoil, so legacy assistive listening systems are accessible to every hearing aid user.

☐ True ☐ False

Auracast allows public venues to stream clear audio to an unlimited number of Auracast-enabled devices.

☐ True ☐ False

Pause & Apply: If a patient tells me they struggle to hear in a public space such as a place of worship or theater, then I will...

Click here to enter text.

Module 2: Connecting to Auracast

Matching. Write the letter of the matching description in the box next to each term.

Your Letter	Term	Description
Click here to enter text.	1. Auracast transmitter	A. Supports Auracast so an unlimited number of Auracast-enabled devices can listen to a TV audio stream
Click here to enter text.	2. Auracast assistant	B. Linked to the selected broadcast by the Auracast assistant so users can tune in instantly
Click here to enter text.	3. Auracast-enabled receiver	C. Initiates a broadcast that includes audio and broadcast details, such as name and configuration
Click here to enter text.	4. Multi-Mic+	D. The world's first remote mic featuring Auracast, allowing presenters to broadcast their voice to multiple listeners
Click here to enter text.	5. TV-Streamer+	E. Scans for available broadcasts and provides a user interface to choose an audio stream

Sequencing. Number these ReSound Smart 3D app steps in the order a user performs them, 1 through 3.

Step Number	Step
Click here to enter text.	Enjoy sound directly streamed to your hearing aids
Click here to enter text.	Click on "Find a broadcast" at the bottom of the screen

Step Number	Step
Click here to enter text.	Choose an Auracast broadcast from the list

Pause & Apply: If a patient asks how connecting to an Auracast broadcast works, then I will explain...

Click here to enter text.

Module 3: Discussing Auracast and the GN Auracast+ App

Window pane summary. Capture your plan for each pane.

How I will explain Auracast to a patient Click here to enter text.	The accessory I will demo and why Click here to enter text.
How the GN Auracast+ app is paired with an accessory Click here to enter text.	The type and size of venue best suited for these tools Click here to enter text.

Quick Check

Which accessories can be paired with the GN Auracast+ app to enable Auracast in a clinic or community?

- ☐ A. Multi-Mic+ and TV-Streamer+
- ☐ B. Hearing aids only
- ☐ C. Headphones only
- ☐ D. Telecoil neck loops only

The GN Auracast+ app can enable Auracast broadcast audio in public spaces without the need for hearing aids present.

- ☐ True ☐ False

Pause & Apply: If a patient is interested in Auracast, then I will demonstrate it in my office by...

Click here to enter text.

Module 4: Bringing Auracast to Your Community

Matching. Write the letter of the matching description in the box next to each community installation step.

Your Letter	Term	Description
Click here to enter text.	1. Build an Auracast team	A. Let visitors know Auracast is available, add your practice information, and register the location on the Bluetooth® website
Click here to enter text.	2. Contact the venue's AV team	B. Connect a TV-Streamer+ or Multi-Mic+ to the existing AV system to show ease of set-up, improved sound quality, and range
Click here to enter text.	3. Offer a demonstration	C. Partner with an audiovisual installer so you can focus on hearing aids and patient needs
Click here to enter text.	4. Create signage	D. Learn about the current system and where there may be gaps in listening experiences for visitors with hearing loss

Quick Check

Advocating for Auracast can expand referral networks through community venue partnerships.

☐ True ☐ False

Choosing a larger venue, or a site without an existing system, tends to reduce both cost and complexity.

☐ True ☐ False

Pause & Apply: If I identify a local venue near my practice where patients struggle to hear, then I will...

Click here to enter text.

Clinical Case: Unfolding Scenario

This is a hypothetical case created for learning purposes.

Part 1. Mr. Alvarez, age 68, wears Auracast-capable hearing aids. He tells you he struggles to follow services at his place of worship, which is close to your office. What would you ask or notice first, and how would you introduce Auracast?

Click here to enter text.

Part 2. You learn the congregation meets in a small hall that already has an audiovisual system and an infrared assistive listening system. How does this affect your approach to bringing Auracast to the venue?

Click here to enter text.

Part 3. Leadership announces a move to a much larger sanctuary with more complex AV needs and no existing system. How does this change your plan, costs, and complexity considerations?

Click here to enter text.

Part 4. Write your final recommendation: who you will partner with, what you will demonstrate, and how the community will know Auracast is available.

Click here to enter text.

Clinical Reference Tool: Auracast Patient Conversation Guide

This tool is for clinical reference only. Always follow your facility's protocols.

Conversation Step	My Wording or Notes
Explain what Auracast is and how it will benefit the patient in their daily life	Click here to enter text.
Highlight potential use cases in the community, like places of worship and public venues	Click here to enter text.
Demonstrate ease of accessing Auracast broadcast with an in-office TV-Streamer+ or Multi-Mic+	Click here to enter text.
Keep Auracast-enabled accessories on hand so patients can purchase after the demo	Click here to enter text.

Clinical Reference Tool: Community Venue Checklist

This tool is for clinical reference only. Always follow your facility's protocols.

Venue Consideration	Notes for My Venue
Venue name and type	Click here to enter text.
Venue size and AV onsite	Click here to enter text.

Venue Consideration	Notes for My Venue
Existing AV or ALS system (for example, infrared or teleloop)	Click here to enter text.
AV provider or installer contact	Click here to enter text.
Signage plan and practice information to include	Click here to enter text.

Post-Course Reflection

What was the most significant thing you learned today that surprised you or challenged your existing practice?

Click here to enter text.

What knowledge gaps did this course reveal in your own skills or knowledge?

Click here to enter text.

Describe a specific patient from your own practice, or a venue in your community, where you would apply something from this course:

Click here to enter text.

What is one thing you will do differently in your practice next week as a result of this course?

Click here to enter text.

Action Plan

Identify at least 2 specific, measurable changes you plan to make to your practice as a direct result of this course. Use the If-Then format where possible: "If I encounter [situation X], then I will [action Y]."

My Action Plan Goal	Target Date	How I Will Measure Success
Click here to enter text.	Click here to enter text.	Click here to enter text.
Click here to enter text.	Click here to enter text.	Click here to enter text.

Quiz Summary

The following quiz hints appeared throughout the course content. Use this section as a quick study reference.

Q1

Quiz Hint: Auracast works with any Bluetooth LE Audio (BTLEA) device that has the Auracast protocol enabled.

Q2

Quiz Hint: Universal accessibility is listed among the benefits of Auracast: it enables new use cases and makes public spaces more accessible for everyone.

Q3

Quiz Hint: Partner with small to medium local venues to bring Auracast broadcast to where it matters most to your patients.

Q4

Quiz Hint: The GN Auracast+ app lets you enable Auracast broadcast audio from a connected Multi-Mic+ or TV-Streamer+ in public spaces, even when no hearing aids are present.

Q5

Quiz Hint: Practice benefits named in the course include being seen as a trusted advisor, strengthening the provider-patient relationship, expanding referral networks through community venue partnerships, and building long-term patient loyalty rooted in value.

References

Bluetooth SIG (2025).

Discreetness perceptions, Fidelity for Palladium, June 2021, GNH global qualitative & quantitative study (n = 1120 end-users), MarkeTrak 22.

Hearing Review, Feb 2024.

Jespersen & Rubachandran (2025).

Jespersen, Hashem, Aranda de Toro & Fernández (2026).

NAL [Annual Impact Report 2024](#)

RNID [Auracast Report 2025](#)

Additional Information

Presenter Bio

Viktoriya Zakharenko, Au.D., joined the ReSound Training team in 2020 as a Field Training Audiologist for the Pacific Northwest. She obtained a B.S. in Speech, Language, and Hearing Sciences (SLHS) from Minnesota State University Moorhead and an M.A. in SLHS, and a Doctorate of Audiology from the University of Minnesota. Before coming to ReSound, Viktoriya was a clinical research audiologist at another manufacturer. She brings that understanding of the development process forward to her role as a trainer and is always excited to get into the weeds on a new feature or product.

Presenter Disclosure

Financial: Viktoriya Zakharenko is a ReSound employee who receives a salary for employment.

Nonfinancial: Viktoriya Zakharenko has no relevant nonfinancial relationships.

Additional Information (continued)

Handout Information

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Social Workers

For additional information regarding standards and indicators for cultural competence, please review the NASW resource: [Standards and Indicators for Cultural Competence in Social Work Practice](#)

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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.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

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