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Auracast™. Your Patients. Your Community.

Presenter: Viktoriya Zakharenko, AuD

Thanks. Thanks Melissa. Let's get on over here into our course. I'm really excited to be sharing this with you. As Melissa said, my name is Viktoriya Zakharenko.

I'm a field training audiologist for GN Resound and have been for the last six years. This is a course that we did earlier this year or a version of it. So you'll see some videos that were done in the spring from some amazing providers out in the field and community leaders, people at Bluetooth SIG as well as involved with the Auracast process. So I get the joy of being a facilitator to this course for you. What we hope you'll take away is identifying the benefits of Auracast, finding ways to implement it in your community, and learning about a new tool that Resound provides that enables you to do that easily and quickly.

This course will not be discussing anything as far as diagnostics and care, but these are just our limitations and risks. So you are aware of them now. One of the things about this course is that it is interactive like any RESOUND training. So you have reactions in your window. If you could do me a favor and find those at the bottom of your zoom meeting and tell me how often you're talking about Auracast, I've got a clap.

You're comfort about it with patients but not in your community. Great. We're going to give you some cool tips for that. Not comfortable at all. You're in the right place.

I will make you an Auracast expert at this point. I promise you'll know all of the things, but I love that you guys are thinking about it. Willing to string some words together and utilize Auracast.

We're going to start with a little bit of a video introduction from about Auracast. Let's get over there.

And let's hear about how they're talking about it with their patients and thinking about installing it in their communities. So think about this project and why you should take it on as well the value you can be

bringing.

Auracast is about connection. It's about accessibility. And that's what people want us to do for them as they they want us to educate them about new technology that's going to help them make their life easier and help improve their communication. Auracast is doing that. Auracast matters because it revolutionizes audio accessibility, inclusive listening experience and redefining the way we connect with the world and each other.

Places like your local theatre, movie house, local houses of worship that's much more accessible for patients to go and experience than some of those closed off venues. Giving them direct access to something like the symphony or the play on a stage or even the pastor at their church is such a game changer for most people. You know, relationships are very important. We want people to be able to be seen and to be heard. And having Aura Cast at our facility helps people who are hearing impaired do that.

It helps them feel heard. I mean that's how we become better clinicians is we try what's new. We stretch ourselves to become better and get out of our comfort zone. And this is honestly not a humorous stretch. It's so simple.

She said, I can now hear and understand no matter where I sit in the venue. Teach other people how to use it, help people hear better in that one particular place and you'll probably make a lot of friends, you'll probably gain some business from it and then you'll position yourself as the expert on Auracast. When we have the education and we have the knowledge and we have the opportunity with the technology to do it, why wouldn't we do it and help our community experience things that bring them joy? That's the whole reason why we're audiologists anyways is to connect people back to their life.

Perfect.

For me, Allie's excitement at that end is really what gets me going. That is why we got into audiology. It's to make sure our patients have access to their world, that they're not stuck at home by themselves in a quiet world deprived of communication. And Auracast is just one way we're able to help them reconnect with that.

Now Auracast isn't something the hearing aid industry came together and created. It comes from Bluetooth sig. So the next person I want to introduce to you is from Bluetooth Special Interest Group. It's Henry Wong who's the director of market development for them and he's going to tell you about how Auracast came to be.

Auracast Broadcast Audio is a new Bluetooth capability that will deliver life changing audio experience to help your world sound better. Auracast will let single transmitter like a phone or sound system to broadcast high quality audio to an unlimited number of receivers within range. 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. All the global, you know, top five hearing aid companies came to the stake say hey, we want a standard, right? Because at that time there's, there's proprietary implementation of Bluetooth so there wasn't a global standard.

And for the consumer, they have to choose. When we're proprietary implementation, they have to choose. Well, if I go with this hearing aid manufacturer, I would have to use certain, you know, applications or device that's associated with their solution. Proprietary solution. So the hearing aid industry want a really global standard to allow the consumer to have more choices, right?

So the consumer to select, you know, whatever device from whatever brand that he or she want to use. So that was kind of the genesis of that whole conversation, whole brainstorming. And what came out with it was the LE audio architecture. That's the brand new audio architecture that will drive the next 25

years of innovation for Bluetooth.

And what he's talking about there is the history of connectivity in our space. So Bluetooth Classic is something that's been around since the year 2000. It is now old enough to rent a car and vote and maybe it's even graduated grad school at this point. It's 26 years old. Bluetooth Classic is the protocol for connecting two devices.

Think about it as the way our keyboards connect to our computers, wireless mice, things of that nature. It was never designed for the type of audio that we're using, but that is one way we've utilized it since then. Inside Bluetooth Classic there is a protocol called Bluetooth low energy and that is something that Resound started using in 2010 for programming. We started with a little known device called the Air Link. You might be more familiar with it as the Noah Link Wireless.

In 2013, we started made for iPhone connectivity. We were the first devices that were able to connect to an Apple product for streaming from that phone. And in 2019, Bluetooth Low Energy audio for hearing aids, or OSHA, that streaming handoff protocol was created by Google and it allowed Android devices to have that same connectivity that Apple products previously experienced. All of those utilize a low energy protocol. And low energy was developed for your wireless mouse, your wireless keyboard, devices that go into a sleep cycle to preserve battery life.

This wasn't ideal for the hearing aid connection to a phone because we never want our hearing aids to go into a sleep mode when they're connected to a phone. Right. Patients are wearing their hearing aids all day. They might get a phone call at any point or they might need to change their program at any point. And you heard Henry say it was back in 2013, literally that first year we started doing made for iPhone that the industry went to Bluetooth and said, we need a better solution than this.

We need a proprietary protocol that lets us have all day connectivity and not sacrifice battery life. The other side of the coin is broadcast audio. We've had an access to broadcast audio within hearing aids for quite a while. Telecoil came out in 1938 and has been available since then, as well as FM audio which came out in 68. Both of those are solutions that exist for our patients, but there are some limitations to them.

We know that with telecoil, it might be not accessible in all hearing aids. It also might be something that not all venues have access to because of the expense of installing it. And that's where Bluetooth low energy audio comes in. This is a solution that launched in 2020 alongside a pandemic that is a new connected protocol. It's replacing Bluetooth Classic in consumer devices.

And one of the ways we're able to utilize that is with Auracast, where it's just one part of the low energy audio solution. Now we know that assistive technology like telecoils and FMS are important to our patients. This is an example of what an ALS system can do. And, and my favorite version of this is the airport. That's the nice light blue bar over there on the left hand graph.

You can see that without the ALS system active with just hearing aids on, patients are getting about 30, 13% correct in the ticketing area and in the baggage claim, they were getting zero percent correct. Essentially, we pop that over to using an induction coil system that jumps up to 89% correct in that baggage claim area, which is phenomenal improvement. If we think about our patients need to hear in a noisy place like an airport, those systems offer significant improvement. We're not saying they don't, but the installation and maintenance cost can be expensive. Not all parts of a theater might be looped, so patients have to sit in a specific designated area to access audio.

And depending on the way that they're sitting, if their head is tilted in any way, that can also affect the strength of the signal. And as devices get smaller and smaller, adding in an onboard telecoil becomes less and less ideal.

That's where Auracast audio comes in for us. This is a new broadcast standard that will allow public venues, places of worship, transportation sites to share audio information just like they're sharing Wi-Fi and enable hearing aid users, as well as normal hearing listeners to access this audio.

It's not something that's gated behind a specific manufacturer. Because it's part of the new Bluetooth standard, we expect it to be available worldwide on a variety of phones and technology, headphones, hearing aids, etc. It provides clearer speech understanding and better music sound quality for patients and will be more affordable to maintain in large spaces. This is a future proof solution. We're not reaching for a technology that came out in 1938.

We're reaching for one that came out just six years ago.

Every single day, five new locations that are Auracast enabled pop up globally and are being listed on Bluetooth SIG's website. SIG's website resonates with us. We've helped 2.8 million ears with Auracast enabled hearing aids since we first launched them in 2023. And in a study we found that 76% of listeners preferred listening with Auracast compared to a looped system. I do think there's some bias for what they're used to listening with and this will change as we get it. More accessible and widespread.

Now the question I get is great, five locations every day. Where are examples I can actually point to? Where is it coming to me? One example is the Oslo Night Theater where we did a proof of concept with Auracast. Another is the Lincoln Center in New York.

There they used our TV streamer as a broadcaster to deliver Auracast audio for both the music and the voices in a concert. And the last is the Sydney Opera House. And this is a location you may have seen in podcasts or videos, but they installed the ARRI transmitter there and did a pretty fun example of what this experience could be like by letting people check out hearing aids, compatible

phones and really experience it. For whatever reason, I wasn't invited to go to Australia, so I'll have to make do with this video of it. So let's all see what the experience was like if you had to see me inside.

As soon as it started, I was in tears. It's the most incredible experience and to actually be able to come in here and know that this is available, it's going to change people's lives. I want you to stay till I'm in the crowd. It was absolutely incredible. I didn't know quite what to expect because this is a first today.

It was so clear and just sounded beautiful. To be able to sit in there and to be able to hear details in the instrument that I couldn't hear. When I took the earbuds out halfway down the room was amazing. It was like having the best seat in the house. It almost like opening up new dimensions for people using this the first time.

It's really all this heartwarming moment that we hope to achieve, of course, by rolling out this technology.

That best seat in the house line is what has always stuck with me. Because even as a normal hearing listener in a large theater, you might not be sitting in the best seat in the house. But with something like Auracast and consumer devices, you have the best audio available, regardless of where you are in that room.

Now, Resound has been doing Auracast in our hearing aids. We've been Auracast compatible, ready and turned on since the Resound Nexia launch in 2023. It's also available in our Vivia line, the Enzo IA Superpower BTE and our budget solution that resounds savvy in rics and customs. And it's available in our new Resound Sensio product as well. All of our hearing aids for the last three years have had it turned on, ready and accessible to go.

This isn't the case for every manufacturer. I do believe that now the majority of the hearing aid manufacturers are Auracast enabled in their recent products, which makes me really excited because this is something that's going to be agnostic of brand. As far as our accessories, we have two accessories with the plus in the name that for us implies that they are Auracast enabled. The multi mic plus can be turned into an Auracast broadcaster and allows presenters and educators and event hosts to very quickly broadcast to the space around them. And the TV streamer plus can be enabled for Orcast support as well.

And I envision this one as well. A more at home solution. Your patient owns that TV streamer. They're a Resound wearer, but they can go into their app, turn their TV streamer into either a public or password protected broadcast and share that with a friend who wears another manufacturer that's coming over. And their hearing AIDS are also Auracast compatible.

That ability to make it agnostic of brand is what's so great about it. There will be a Future where the TV streamer isn't necessary because all TVs are accessible and have Auracast built in. We're just not there yet.

Back to those reactions. So is Auracast compatible with all of Resound's wireless hearing aids since the dawn of time, only Resound's hearing aids, Any Bluetooth low energy audio device that's got Auracast enabled, or every single hearing aid out there, regardless of manufacturer. If you could find those reactions for me.

Lots of claps. You were paying attention. Any Bluetooth low energy audio device, hearing aid or not, as long as they've gone in and turned on that protocol. Exactly. So there are things like Galaxy Pro earbuds that have it already ready to go.

Cochlear is ready with it in their devices, but not currently turned on. You'll see it in quite a lot of things, not just hearing aids, and I'm excited that you know that.

So how does one access Auracast? If it's broadcasting and it exists, what does that actually mean? What does that look like for you and your patients? I talk about Auracast as a three part system. Something has to broadcast the audio.

Think about this like broadcasting WI fi in a space and then it can be broadcast as a stereo signal right and left. But you have to pick the broadcast you want to choose for us. We've included that in our Auracast assistant. So after something is broadcasting, you can set up the name of the broadcast, whether it's password protected or private, then select it with something like an Auracast assistant. If you have an Android phone that already has the low Energy audio protocol in there, you'll be able to see Auracast streams in your Bluetooth menu.

Apple hasn't enabled that feature yet. That's why we included it in our smart 3D app with that Auracast assistant. And then once the broadcast is selected, it will link to the Auracast enabled receiver. In our case, that's a Resound Nexia Vivia Sensia hearing aid that your patient is unable to hear the audio in the middle device. Being a phone is currently the option that exists you may have seen in that Sydney Opera House video.

That ARRI also includes little transmitter boxes similar to those RFID boxes that you might have seen in other movie theaters where you can just plug in and pick your broadcast stream there. That is another option. There's just not yet universally successful middle devices or not every single phone is available. So currently a smartphone is required for hearing aids to access it. But I don't know that that will always be the case with Resound.

We've made it really easy by including the very first Auracast assistant into our app. Your patients open up that app, click Find a broadcast at the bottom of the screen, select the one they want to hear, enter a password if there is one, and then it's streamed directly into their ears. We've brought that connectivity to all of your patients. I don't believe there's any audio for this or any spoken. Let's see.

In the Resound Smart 3D app, press Find a Broadcast in the bottom to search for available private Auracast broadcasts, tap on the Auracast broadcast you want to listen to, type in the password and press ok, Auracast starts streaming, press the green sound wave. To pause the streaming, press search in the bottom. To search for available public Auracast broadcasts, tap on the Auracast broadcast you want to listen to Auracast start streaming.

And you may have seen in there. We give patients control of both the stream volume with that orange bar as well as their onboard microphone. So they can mute the room entirely around them and just listen to a stream in case they're getting any sort of echo effect.

So we've tried to make it as easy as possible for your patients to access that Auracast device as well as turn their accessories into broadcasters if they need to. Both that TV streamer plus and multi mic plus can be paired into that smart 3D app for a patient and they can name the broadcast, set that password if they want to, simply for people in their life to use their accessories with them.

Similar question that we've asked, but with your patients, how often are you bringing up Auracast? Is it every single time? Only if they're asking about it. Only if they're the that engineer tech savvy patient who you know is going to do all their own research.

Every single patient. I want to know what's happening in your offices. Maybe you should have you share. Yeah, if they're asking, that's fair.

I love that. No one's saying I've never talked about it, I've buried my head in the sand and I pretend it doesn't exist.

But that's also fair to reserve it for our tech savvy patients.

For us, Auracast is an accessibility solution. It's just one of the things out there that can help our patients access better audio. But you're right, it might not be currently something that's available broadly and you might not bring it up with every single person. I want to bring up a couple examples from providers in the field that we interviewed earlier this year. There's Tracy in San Antonio, Ali who we saw earlier in Olympia, Washington and then Orland over in Midland, Texas.

And they're going to tell you how they introduce introduce Auracast to their patients and what they say about it. So over the past year I've been very excited to really educate people about Auracast and how it works. And I do talk about it as a technology that you want to have at this point. You don't want to be fit with something that isn't capable of this simple connection when it is so readily available. And most people say what is Auracast?

I've never heard of it. And so then that gives me the opportunity to say, well, it's brand new technology. It came out just a few years ago and the hearing aids that you have are equipped with it and it really will replace T coil and it's gaining more consumer exposure right now that they can find it in some consumer electronics and they can find it in airports and things like that. And then I go in to tell them how great it's going to be for connectivity and to give them access to, to public announcements in public places and live theater, things like that. So when a person comes into my office and one of their main complaints is that when they're at church or when they go to the theater, they're really struggling.

And their hearing aids have never really helped in those situations. One of the first things I Talk about is Auracast because I feel like it is such an easy technology for people to use and it's such a great way to

talk about what new technology is capable of in hearing aids. So when I am encouraging patients to think about new technology, then I'm looking at it from their benefit. And I believe that Auracast is the future for almost every venue is going to have our cast in the future. And I encourage them to look at that technology because it's going to answer needs for where they have such as whenever they go to an airport, whenever they go to a civic center, whenever they go into any large venue, then this is going to help them better be able to communicate.

And we think about what matters to our patients. When they're first thinking about coming to your offices and seeking solutions. Likely they're there because they're having a hard time hearing a noise and they still want an invisible hearing aid. They want something they can wear all day, sure, but connectivity is often at the bottom end of patients awareness when they're thinking about getting hearing aids. However, once they get hearing aids on air, we see the things like hearing aid noise.

They find a solution for, but it still maintains being important. Comfort doesn't go anywhere. They stop really caring about how tiny their hearing aids are. But being easy to handle, easy to use, and connected to their world goes up. Those are all factors that are more and more important to our patients.

So even if they're not asking about it at that first appointment, it might be something that changes their experience with their devices.

So just one example of a way to talk about your patients. It's new technology. It's receiving sound straight from the source in your hearing Aids like picking a WI fi signal. Most patients understand those as examples. You're welcome to take a photo of this or it will be in your handouts as well.

Now, here's what one of our providers does when he demonstrates OrcaCast in their office. This is Eric over in City, Utah. The demo that we do here in clinic is pretty straightforward. We have a partner mic

attached to our main television there in the lobby with some form of music or TV program playing. And so when I'm in the other room doing things, the aura cast emblem pops up on the app and I'll click it.

I'm like, okay, I don't know what you're about to hear. Could be awesome, could be crazy. But I play it. I'm like, what are you hearing? And like, I'm hearing music or I'm hearing, you know, a news broadcast or something.

Like, cool, right? This is how it would work. You would go into a public venue, and if it's available, this little button would search for it and find it, and it would allow you to pick through which broadcast you would like to connect to, and then you'll have your own independent control of that broadcast.

And using the partner mic or our TV streamer in a lobby of a clinic is one of the things I've gone and set up with multiple providers in my territory up here in the Pacific Northwest, and it makes it really easy to demonstrate to your patients. Most people have a lobby TV that's already playing information and making that accessible as an Auracast broadcast as well, without a password, making it really easy to click into is a great way of showing patients what this feature could look like for them. It's also a great way of talking about the benefits of an accessory. If that's something that doesn't often come up for your conversations.

If there are places in your community that you know are utilizing Auracast already, that could be a great example to give. And if there's places you think could benefit from it, that's something we'll hit on a little bit further down. But that's something you could partner with. Our two accessories, that TV streamer plus and the multi mic plus have a range of about 82ft. So they're great for those smaller spaces like a clinic room, obviously, at home or smaller venues.

But keeping those accessories on hand and being able to demo them for a patient at the time of their appointment or even at their time of demo can be really beneficial. In the past, to turn our two

accessories into broadcasters, you had to connect them to the resound smart 3D app and a pair of hearing aids. They essentially had to be owned by somebody with hearing aids. That has changed since we introduced the GN Auracast plus app. This is an app that allows us to come in and turn both the TV Streamer plus and the Multi Mic plus into broadcasters without needing to pair them to hearing aids first.

You pair them to this app and you can then name them. Change the password if you need to. All of that without hearing aids being involved. This is the solution for venues that might be using our accessory, or for you to set up one in your clinic for that waiting room. You don't have to program it with a pair of demos.

You just pair it to the accessory to this app and name that broadcast.

This app does assume that you've never seen one of our accessories before. So on the screen it walks you through how to turn on the accessory, where to find that pairing button, how to put it into pairing mode, and then what to do afterwards. It prompts you to pair and then asks you if you want to rename that signal, making it really easy for you to use. This app is designed for clinics and communities to utilize our accessories. I think about it as almost the third party or aftermarket use of our accessories, not the patient use.

If your patient owns a resound accessory, they're going to continue to use that smart 3D app to control their accessory.

What this allows us to do is bring Auracast to those smaller venues. Maybe you're working with a community center and they do classes. That's a great use of the multi mic. You could get them a multi mic plus, turn it into a broadcaster and then anyone who's coming into that space who has Auracast compatible devices can connect to that. Instead of them needing both a microphone, a loop in the room

and a PA system to send that audio over, all you're doing is clipping one microphone onto them and it's broadcasting within that 82 foot range.

Or if you're working with a smaller church that already has a PA audio system, you could plug that TV streamer into their audio system and again connect it to the GN OrcaCast plus app, name the stream and broadcast it in that smaller church. Not my solution for your mega churches down in Texas or some of those parts of the country, but great for those smaller community centers and smaller small spaces because we know hearing directly in our patients ears improves the signal to noise ratio. That's not rocket science. That's something we've known for quite A while.

Sanity check for me. True or false, that GN or CAST plus app is designed for patients to use.

Incorrect. It is mostly designed for clinics. GN or CAST plus is not something we're going to be giving to our patients. There we go. There's one heart and I got very scared.

GN or CAST plus is designed for somebody who doesn't own hearing aids to go with that accessory. So a community center, your clinic, to turn it into a broadcaster, your patients will continue to use the Smart 3D app. They don't need this extra app and it probably won't come up for them. It's got GN at the beginning of the name instead of Resound for that reason. It's a little bit separate from the rest of our typical app set.

The Resound Smart 3D app, Resound Relief. Those are patient focused. GN Auracast plus is to use our accessories as a more community center tool. And then one more if you are using our accessories, what size of venue do you think you'd want to use it for? Any venue out there, small to medium, only at home or some big theaters.

I've got lots of small to medium that is perfect. You could definitely use it at home. But if you're using it with that Orcast plus app and you're sending it out into your community, those small to medium spaces, it's got a range of about 82ft. So you don't want to set it up in a huge venue unless you're planning on maybe combining multiple broadcasters in that space to cover the entire space.

So we've talked about using Auracast in some global venues like the Sydney Opera House. And we know that there are at least five new locations popping up every single day that have it turned on. And those are all amazing. But what about Orcast in our communities? The next two interviews are from Tracy and Orland talking about how they identified places that they could help install Auracast.

So they are going out there being the advocates in their space and really looking for solutions that they can help provide in their community. So about a year ago I was in a meeting with some colleagues and the speaker, the person who was leading the meeting, said, hey, let's talk about what our goals are for the next year. And I'd had a pretty exciting year. I had opened a second office. It was pretty great.

I was feeling very bold. And so when he got around to me, he said, Tracy, what are you going to do? And I said, I'm going to install an Auracast system. In the largest theater in my city. And from that point it took a little cold calling to two different theaters.

And the first one to respond I jumped on top of and decided that was going to be my pet project for the year. So one of the first venues that I tackled was Midland Community Theater, which is the local. It's a local playhouse and it's a multimillion dollar facility. And you have lots of people that go. Some are very young and it's not age specific, but you do have an older clientele.

And even though it is a well made facility, people sometimes, depending on where they are seated, they have difficulty understanding the actors on stage. And so we approached the leadership there and they were very receptive. And I mean, it was not. It was not a hard sell. They immediately saw the

benefits.

And so we put that in last fall and. And they have. The reports that I get back from my patients are that it has really made a big difference in their enjoyment of those performances.

That's one of the things you'll hear in a lot of places is they're looking for venues that are obviously open to improving solutions for their customers as well. But we live to make those fixes for our patients, right? We know where our patients struggle. I bet when they come into your office, there's always one or two examples of community locations that always come up over and over. When I was back in Minnesota, the place that came up constantly was the Chanhassen Dinner Theater, which, similar to Orland's example, is a smaller community theater that also has meal service during it.

So if you can imagine trying to listen to a performance with the additional noise of cutlery and dishes clanking, it isn't the easiest listening scenario for our patients with hearing loss. And there's good audio in there. But if we could directly set that audio into our patients ears with their hearing aids instead of them having to hear it over speakers, their ability to understand that conversation and these things happening on stage improves greatly.

I always think about the fact that if that's one thing happening right, we have Orcast broadcasts in a space and we can just send the existing signal exactly what's currently happening on stage. But the other great example I remember hearing early on was that unlike telecoil, we can have multiple things in the same space because it's like a WI FI signal. You've probably gone into a meeting room and seen that there is a guest WI fi and a conference WI fi and an employee WI fi all happening in the same space. And that can happen with Auracast signals they can be overlapping in the same space and not conflict with one another. So you could go into a theater and see that there is a stage performance.

You could see that maybe there's one translated into a different language. And then there's a visually impaired performance with stage direction. So somebody explaining what's happening on stage for people in the audience who cannot see the stage as well, they might not be hearing impaired, but that's a different type of accessibility. Accessibility, access that ORCAS is going to enable us to provide where in the past if all we had was a loop in that space, we'd have to pick which one we wanted to prioritize.

So we asked some questions about what to prioritize as you're picking a venue and where to install. So making sure that it's something that matters to your patients in the community. Maybe it's a venue you've got a previous connection with. Are you on the board of any theaters or do you work with a community center already to do clean in checks and maintenance for those hearing aids? Is it for a nursing home or an assisted living space?

Is there an existing relationship there that you can look into and then look for things that are near your office and you could come in and do a multi mic demo for them. You could do it with a pair of hearing aids or if you've got some Galaxy Pro headphones or even some. I've seen the new JBL headphones have access to it.

The next interview I believe is from Sam. He's the head of global development at Amtronic and he's going to give us some advice on how to get started and where to install Auracast. So we've. You've done hear from Tracy about the installation that she did and then catch up with Orland's team about what they did as far as including Auracast, getting a full team together and not being the only point person involved in the game. So if somebody's looking to start installing Auracast in their local area, then I'd be looking at venues that have an existing AV installation that I can hook up to.

So maybe they have an existing ALS solution that is ADA compliance and somebody's done the hard work of configuring that side of things. I'd be looking at supplementing that solution with Auracast so

that we can give that additional benefit of being direct to end user devices. If I were to start today, the initial thing that I would do would be to form a team, someone that understood the systems in the venues you'd be going into and somebody that would be able to handle the installation and answer those questions. It has been my experience when I approach someone, I try to get in touch with their, their multimedia person or their AV person and start that conversation there. When I was looking at who to talk to, the easiest person to get in touch with is considered the, the head of the front of the house.

And that was my first contact. He was very, very receptive. He has a lot of interaction with patrons of the theater and sees them struggle with the current technology they have and being able to go in and explain, look, your system was great when you bought it, but this technology is a dinosaur. Now we have something that's so inexpensive, I can help you with this. And it's going to give these people direct access to sound.

They're going to be so excited to come into this theater. So if you're going into a venue that didn't have an existing AV system and you're starting from scratch in a blank room, then it might be quite overwhelming to consider the different items that need to go into the space, such as microphones and audio inputs. And so I would recommend consulting with a local AV system integrator or a sound rental company, your local area. But quite often when we are speaking with facilities, they'll have come across different AV providers. And I would ask them, who do you know?

Who, who provides your projection system? Who provides your, your background music in the lobby area? All these venues have a sound system. We just need to find an output from the sound system that can go into the Auracast transmitter, plug it in and let the customers hear it. We carry a pack and those that have the hearing aids, they can use those.

But we also have set of wireless headphones that works with Auracast. And so it's very easy to do a demonstration. It does not take very long to install the equipment for the demo. It's a matter of five or 10

minutes at the most. And then we just run a demo and let them hear their sound system using the Auracast.

So I guess when somebody's looking at putting Auracast into a space, they need to consider a few factors. They would be, what kind of a space am I going into? Am I going into somebody's home? Is it to help them at home and provide an Auracast signal in that setting? Or are we looking at going into a movie theater or a church?

And so as we go into those different applications, we'll find that certain solutions work better than others. And so We've been able to go to different events and set up within 30 minutes an Auracast system in a presentation area. And that system is just sitting standalone. It's not connected to the Internet or any sort of network. It's just put into the space.

We feed it with audio and it's ready to go relatively quickly. So can be as simple as that, or we can get as complex as as we. We feel we need to, depending upon the application.

And Amptronic, or as you can see on his shirt, Listen Technologies is the company that makes the ARRI transmitter. So you've seen that in a couple of the videos. It's the one that was utilized in the Sydney Opera House. It is just one option out there. That's a commercially available option that Resound has vetted and has worked with before.

But if you've gone on Amazon or any of those platforms, you've probably seen a variety of different broadcasters that are out there. Because again, Auracast is a consumer solution. It's not something that just hearing aid manufacturers are creating. It's like picking a computer, right? You've got HP and Dell and all of these other different manufacturers who can do it at a much larger scale than the hearing aid industry.

The benefit of a company like Amtronic and Listen Technologies is that they also provide consultative services for those venues. If you aren't the expert, they can be that expert on what's appropriate for that size and what they need. But I love some of those important considerations, right? Don't be the only person who has to do everything. You can work with an installer, somebody who speaks the AV language.

Finding a venue that already has AV can often be easier. When they're thinking about upgrading versus building something from scratch. It's a lot simpler to plug into an existing system and add an improvement on top of it versus coming in there and writing it all from square one. Getting them in the mic system, getting them an actual avatar patchboard, versus just plugging a TV streamer into that and naming the system and demoing for those venues. They might not understand how cool it is to have the best possible audio in every seat in their house, right?

So getting them out there and putting even just those headphones on them and letting them hear what it sounds like throughout their theater or the ability to have multiple signals in the same space can be a big wow factor. In the past, it was always our hearing aid patients and us as providers that were the advocates for telecoil. The one cool thing about Auracast is because it is a consumer driven solution. We don't have to be the only advocates for it. But it is nice if you're able to partner with those systems to get out there, make those recommendations, get them moving in that direction or maybe if it's as easy as providing them a TV streamer plus or a multi mic plus and then being the sponsor of Auracast at that venue and maybe getting some marketing in your community about being that Auracast expert.

Now some of those conversation considerations making picking a smaller venue right something I know Tracy said she picked the biggest theater out there and really went forward and set that as her goal for the year. But that can be daunting. Whereas it might feel easier to pick an existing venue with an existing AV system where you can get it up and rolling quickly and then have that success snowball into

some larger solutions and creating signage making sure that there's information for people about how to access that Auracast system. We have some signage about the Auracast assistant in our app that it's available through our focus marketing that you can download and utilize. I'm sure other manufacturers do as well.

Or creating a more agnostic system if they're just using a QR code to get into it. Something that's specific to that venue could also be great and thinking about how you can turn it into a marketing opportunity for you. Right. If you're going through all of this work about helping systems set it up, what does that mean for getting your patients ready to how do they come back to you so that installation identify the space partner with this expert so you don't have to do everything. Maybe somebody who does looping in your area and then look for smaller venues that already haven't.

But don't be afraid to dream big. If you are looking at larger venues there are going to be more complexities and that's where it might be great to partner with somebody like Listen Technologies who can help provide all of those extra considerations. Make recommendations for larger range transmitters like the ARRI system that has a range of about 300 meters whereas ours are only 300ft. Apologies 300ft where ours are 82ft. And RE is something that's now available up on Oaktree.

So it's a little bit more reputable than just picking an option off of Amazon.

So we will hear about let's oh I want to give the example that I actually got to experience. So Ali is up in my part of the woods. She's up in Washington and did an Example at the community theater and they were looking at replacing an existing infrared system that had some dead spots in the theater with a new one. And she had just learned about Auracast and came in and said, hey, this technology is up and might have to wait a little bit to pick the best transmitter, but can we actually wait and get something future proofed for our community instead of relying on just a new infrared update? And they then went, after they picked their system, held a free concert so people could hear it.

Right. And invited people to the community to test out this new product that they weren't charging for. But an example like that is where they might typically want it to be password protected instead of public because if they're picking a larger range broadcaster, it might be accessible out on the street next to the theater. And you don't want people to just sit outside and access it all the time without paying for tickets. So that's one time where if they're creating signage and making it a password protected system, they'd want to have that hidden indoors instead of just out and open.

Hopefully this got you thinking about things you can be doing in your community. Is there a next step that jumps out to you that you think you're going to do? Is it picking a venue to work with, leveraging some of those existing partnerships, reaching out to an AV company? Yeah, a lot of people who are going to think about a venue in their community that they maybe already know about. And most of us do have some existing partnerships with loop systems or offices that were previously doing a lot of loop installations and maintenance that are now pivoting over to doing work with Auracast as it becomes the next solution.

Right. We're going to pop back over to Eric and he's going to talk about some of the benefits that he's seen from this. I give a presentation on hearing aids, hearing loss, hearing health, but I do it through an Auracast enabled remote mic. So when we get to the component of how Auracast works, it's already something that's pushing people to want to schedule with me, whose hearing aids, who they may not have been thinking about replacing are now considering changing because the technology that they're getting through that, that feature is so remarkable. So the benefit to my practice is it spurs people to act because their hearing aid technology may not be compatible with this new technology.

It's positioned myself as an expert in hearing health care. And when I'm an expert on the newest technology and how people access better hearing, you know that Auracast Just fits right into that narrative. So Auracast has been advantageous for me in a business standpoint, really, without me

having to promote it much or use it much. Like, I don't. I don't put Auracast on any of my marketing materials and things like that.

But like I said earlier, I talk to patients a lot about Auracast to let them know about it. And when I'm educating my patients, then they see me as a resource and they see me as an expert. And that helps build my brand and my business and my word of mouth referrals. One of the things I love about my practice is we've been around a really long time. We're 82 years old this year.

And we have been part of the San Antonio community the entire time. And we've been involved with different schools, we've been involved with different community centers. But to be able to bring something so fantastic to such a huge audience was really, really exciting. I feel like so much of what we do is a selling situation and being able to just give something back to the community is a really exciting opportunity. Through the partnership with the theater, I was hopeful that the exposure to the new technology would prompt people to say, hey, where did this come from?

And make the name of my company visible within the theater to let them know that we are the leader in this type of technology in our community and that we are a great resource to come to. I was also advertising to my own clientele saying, hey, I know that you've bought this hearing aids over the past couple of years. I can't wait to show you what we've done and where you can use this. I think that Auracast is absolutely the next step for audiologists and how we serve our people. It's been a really long time since we had something that we could give to the community at large and show them how we are able to connect people to the world around them.

It's visible to the family members of these people. They can see how their loved one is able to enjoy a church service again, able to enjoy a concert again. And I think that it's our responsibility to give that to people.

So they give a lot of great examples about becoming that trusted partner for your patients, being that expert. And we think about those benefits. Yes, your patients will have access to better audio. Right. They will hear better, they'll have the best seat in the house and be able to be a part of the conversation again.

The community benefit is pretty easy to see. It's better engagement again. Those third spaces in our communities that are maybe seeing reduced traffic because their patient or their customer base is aging and having a harder time enjoying the theater will see more participation again. And it can work alongside other ALS systems to be more future proof for those patients. And it's about expanding your referral network.

And if you do marketing is something as easy as X Theater has Auracast enabled, can your hearing aids access that? That's not going to be gating you by brand anymore as most of the manufacturers out there are, have some way of getting into an Auracast signal, which is just a great way of getting talking to our patients about future proofing and upgrading their devices.

So when we talk about it right, what are you going to do? Well, inform your patients there are some good one pagers that we have, some brochures that exist about Auracast. But honestly, demonstrating it in office, setting up Auracast in your clinic waiting room and getting that location added to the Bluetooth SIG website is a really easy thing because then when people search for Auracast you are something that comes up. And I've heard that Google will mark it on either you can mark it as the owner on Google Maps as Auracast enabled, or it's something that can get pulled from Bluetooth SIG's website as well and then identify those places in the community that could be the next adopters. Obviously you're not going to get the airports to turn Auracast on that's a little bit bigger than us, but there's definitely places that you can lean on and get Auracast set in your community for your patient benefits.

So we asked your peers what advice they would give someone who is leaning into Auracast for the first time for their patients in the community. And here's what Eric, Allie and Tracy had to say. If there's one thing that I think that a provider can do to jump into it, it'd be pick a favorite patient, someone whose opinion you respect, who's maybe worn hearing aids for a long time, set it up in your office and just say I want to see what this is like. I mean, that's how we become better clinicians is we try what's new. We, we stretch ourselves to become better and get out of our comfort zone.

And this is honestly not even a stretch. It's, it's so simple. If an audiologist wanted to be an Auracast expert in their community or they wanted to use Auracast to position themselves as an expert in the community for hearing healthcare, I think it could be very affordable and very easy to get an Auracast system, take it to one of these 55 plus communities or you know, an assisted living community and find a room within that facility where people are struggling to hear well, like a dining room or a TV room or something and ask them if you can install one and play around with it yourself. Get to know it, teach other people how to use it, help people hear better in that one particular place and you'll probably make a lot of friends, you'll probably gain some business from it, and then you'll position yourself as the expert on Auracast. So if I was starting from scratch right now, having never done this, what I would do is start with a very small venue, maybe a church, maybe a small community theater.

Somewhere that is not as large and doesn't have quite as an extensive sound system. Perfect. I love that Tracy admits that it was a little daunting to go for a bigger venue. As you're thinking about Auracast, go ahead and use that chat for me. In terms of technology benefit, maybe benefit to your patients or your community or even you, what are you most excited about?

And I know I saw a couple of questions I'm going to scroll up and start see what they were.

Couple of them. The Gian Orcast plus app is currently available to download in both the Play Store and the Apple Store. So yes, you have it in both places. The two plus accessories are proprietary

accessories to Resound. They are something that we make and sell the TV Streamer plus and the Multi Mic plus and they can be paired directly to Resound hearing aids.

But turning them into Auracast Broadcasters makes that broadcast agnostic of brand. So yes, they are something that we make and manufacture.

Is Auracast Twin link when they're streaming in public and they still hear the conversation around them. Yes. So it's just a stream. If you saw the video of the app. There's an orange bar for the audio stream in our app and then the red bar for the onboard stream so just both can be accessible.

You have the onboard microphones working as well as the stream so you can choose what blend you want of the two things happening. Unlike with Telecoil where often the environment got muted.

Perfect. Pop over to the Questions tab if there's any more questions. Otherwise I think we are right on the hour. So I understand if people have to hop off it's the end of their time.

Jbl so if there's JBL or Galaxy Pro headphones I've seen now like third party like Samsung making an assistant as well. Realistically they might need a phone that is currently Bluetooth low energy audio or OrcaCast compatible to access that stream if they can see it. So for instance, the Galaxy Galaxy Pro. Oh gosh, 24 I believe for sure if you swipe down from the Bluetooth menu in the Bluetooth menu you can see Auracast broadcasts as well and pick one of those. So there's not currently a one size fits all solution outside of the Bluetooth menus in those newer phones.

But my understanding is that the headphone companies that are coming out with Auracast enabled devices are also working on assistants that are more proprietary to them. I expect pretty soon we will see across the board solution.

And something like that would be really helpful in churches, right? If you could use just a generic headphone out there and either the patient's phone or something else. The ARRI transmitter. What I really like about that is that it comes with that box that you can plug any headphone into and access that or a cast stream. And that is may be a great solution for people who aren't app savvy.

That's something they might check out from the theater front desk or from the church and use during the session and then return at the end of it.

All right, thank you everyone for your time. It has been a pleasure chatting with all of you and thank you for taking the time to see me.