

Why Your Next Assistive Listening System Should Be Auracast-Based

Meet accessibility needs today. Support the hearing devices people already own. Prepare for the devices they will bring tomorrow.

Why upgrade hearing access now?

01 Hearing Access Technology Is Changing Hearing loops have served venues for generations. Auracast brings modern one-to-many Bluetooth broadcast audio.	02 Accessibility Is Not Optional Public venues in many countries are expected — and often legally required — to provide effective hearing access.
03 Reduce Compliance Risk Accessibility failures can create legal, financial and reputational risk. A usable Assistive Listening System helps provide meaningful access.	04 Help More People Participate Clear audio delivered directly to the listener can improve speech understanding in noisy and reverberant spaces.
05 BYOD Changes the Economics More listeners can use their own compatible hearing aids or earbuds, reducing the number of venue devices that must be cleaned, charged, stored and maintained.	06 Upgrade Without Leaving Anyone Behind Auracast can work alongside Telecoil, Bluetooth and venue loaner receivers, allowing a mixed audience to use one modern hearing-access system.

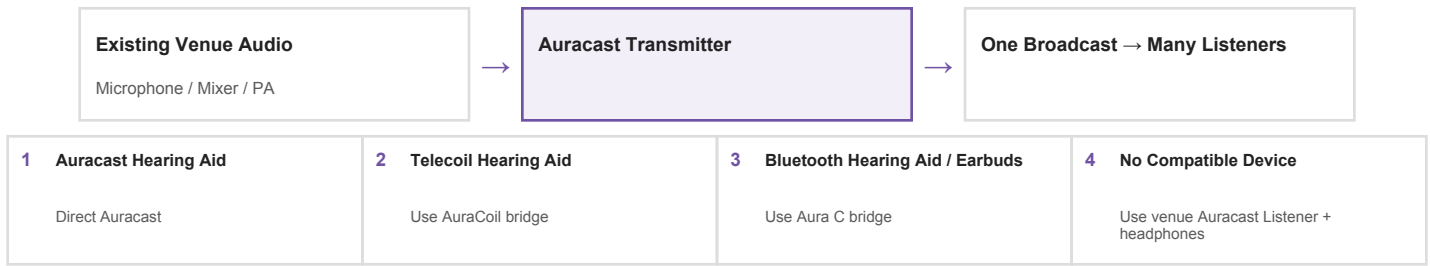
From hearing loop to Auracast

1937 Hearing Loop The first patented induction-loop hearing systems appeared in the 1930s.	1994 / 1998 Bluetooth Bluetooth development began at Ericsson in 1994 and became an industry standard in 1998.	2022 Auracast Bluetooth SIG introduced Auracast Broadcast Audio as part of Bluetooth LE Audio.	Now Industry Adoption Hearing aid, earbud, smartphone and venue-audio manufacturers are increasingly building Auracast support into new products.
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Formal standards are now being developed around 2.4 GHz broadcast assistive listening systems.

For example, the UK project BS EN 60118-17 addresses 2.4 GHz digital broadcast assistive listening systems. Standards and legal requirements vary by jurisdiction.

How does an Auracast-based ALS work?



Plug & Play

Connect the transmitter to the venue's existing audio system. Standard VenuCast installations normally do not require building rewiring or complex professional AV installation.

One system can support almost everyone

Listener Already Has	How They Listen	Venue Provides
Auracast hearing aid	Direct Auracast	Nothing for personal listening path
Auracast earbuds / headphones	Direct Auracast	Nothing for personal listening path
Telecoil / T-Coil hearing aid	AuraCoil	Bridge receiver
Bluetooth hearing aid / earbuds	Aura C	Bridge receiver
No compatible hearing device	Venue Listener + headphones	Loaner set

You do not need to wait for everyone to own a new hearing aid.

Upgrade the venue now, support current Telecoil and Bluetooth users, and allow more listeners to connect directly as Auracast adoption grows.

Better hearing access. Better economics.

Typical Small & Mid-Size Venue

\$500–\$2,000

A practical Auracast-based system can often cover a church, classroom, meeting room or similar small-to-mid-size venue using one transmitter plus a small pool of loaner devices, depending on coverage and receiver requirements.

1 Broadcast Transmitter + Small Loaner Pool + BYOD Hearing Aids & Earbuds

- Fewer venue-owned receivers
- Less charging, cleaning, tracking and storage
- Easier expansion for larger audiences
- More direct BYOD listening as Auracast adoption grows

Larger Venues:

The same architecture can scale by adding transmission coverage where required, without requiring one venue-owned receiver for every additional BYOD listener.

Build for the next 10 years — not the last 30

An Auracast-based ALS can help venues meet accessibility needs today, support existing hearing devices, reduce long-term equipment management and prepare for the next generation of personal hearing technology.