

Why Your Next Assistive Listening System Should Be Auracast-Based

A 2-minute decision brief for churches, community venues, classrooms and public spaces

Bottom line: Auracast is becoming the next major platform for public hearing access - supporting today's users while creating a lower-maintenance path toward BYOD listening.

1. WHY INVEST NOW

1. The technology has moved forward

Hearing loops date to **1937**; Bluetooth development began in **1994**; Auracast arrived in **2022** with one-to-many Bluetooth broadcast audio.

2. Accessibility is a real venue responsibility

Accessibility laws and building standards in many countries require qualifying public venues to provide effective assistive listening access.

3. Non-compliance creates real risk

Poor accessibility can lead to complaints, legal cost, operational disruption and reputational damage.

4. Better hearing access improves participation

Direct audio improves speech understanding in noise and reverberation, helping more people follow and participate.

5. BYOD can reduce lifetime cost

More people can use their own compatible devices, reducing the receivers a venue must buy, clean, charge, track and replace.

6. Upgrade without leaving current users behind

Telecoil and Bluetooth users can be bridged, while venue loaners serve visitors without a compatible personal device.

THE TECHNOLOGY SHIFT

1937 - Hearing Loop	1994 / 1998 - Bluetooth	2022 - Auracast
First patented induction-loop hearing-assistance system	Development began at Ericsson in 1994; Bluetooth was publicly launched in 1998	Auracast announced; LE Audio specifications completed in 2022

MARKET + STANDARDS OUTLOOK

Auracast is moving toward mainstream adoption. Support is expanding across hearing aids, earbuds, smartphones and public ALS infrastructure. ABI Research has forecast that Auracast capability will become a standard feature in Bluetooth audio and assistive-listening devices.

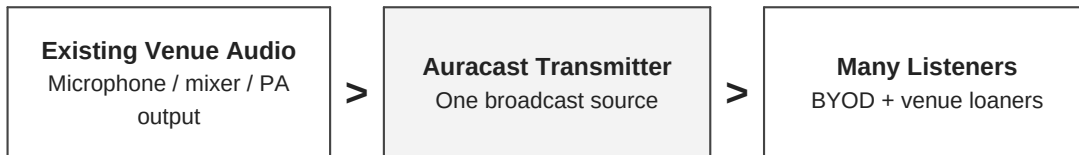
Formal standards are now being built around it. In the UK, **BS EN 60118-17** is under development for 2.4 GHz broadcast assistive-listening systems for hearing-aid users, with BSI currently scheduling publication for **February 2028**. It is a technical standard, not itself a law.

References: Ampetronic; Ericsson; Bluetooth SIG; BSI Standards Development project BS EN 60118-17.

How an Auracast-Based ALS Works

Simple architecture. Multiple listening paths. Minimal venue equipment.

2. HOW THE SYSTEM WORKS



Plug & Play: For standard installations, connect the transmitter to the venue's existing audio output. No building rewiring or complex professional AV installation is normally required.

3. ONE SYSTEM CAN SERVE DIFFERENT HEARING DEVICES

Listener already has	How they listen	What the venue provides
Auracast hearing aid / earbuds	Direct Auracast connection	No personal receiver needed
Telecoil / T-Coil hearing aid	Through AuraCoil bridge	Bridge receiver
Bluetooth hearing aid / earbuds	Through Aura C bridge	Bridge receiver
No compatible personal device	Venue listener + headphones	Loaner listener set

Important: You do not need to wait until everyone owns an Auracast hearing aid. A growing range of newer hearing aids and consumer audio devices now support Auracast, while Telecoil, Bluetooth and loaner-listener paths can support the rest of the audience during the transition.

4. ROI: LOWER-COST ACCESS THAT SCALES

Typical Small / Mid-Size Venue System	\$500 - \$2,000
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- **1 transmitter + a small loaner pool + BYOD** can be sufficient for many small and mid-size venues, including many venues around 200 people, depending on the room and user mix.
- The venue does not need to purchase one receiver for every potential BYOD listener.
- Larger venues mainly add coverage and the required loaner capacity - not a full new receiver set for every additional person.
- Over time, as more people bring Auracast-capable devices, venue-owned device management can decrease further.

THE DECISION IN ONE SENTENCE

Choose an Auracast-based ALS if you want to meet hearing-access needs now, support existing hearing aids, reduce long-term device management, and be ready for the next generation of personal hearing devices.

Accessibility requirements vary by country, venue type and capacity. BYOD can reduce venue equipment needs, but it does not replace any venue-provided receivers or other provisions required by applicable law or code. System cost and coverage depend on room size, audio infrastructure and the number of loaner devices required.