Auracast™ broadcast audio – the next generation of assistive listening in public spaces

Henry Wong

Director, Market Development | Bluetooth SIG

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OUR VISION

Creating a better world through connection



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Bluetooth Special Interest Group (SIG)

- We are a community of the world's most inventive companies and people – collaborating to fulfill the essential need to connect.
- Oversees Bluetooth® technology and associated trademarks



Advance



Protect



Promote

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The next generation of Bluetooth® audio

Bluetooth® audio

Classic audio
Audio on Bluetooth Classic

Higher quality
Better performance
Lower power

LE audio
Audio on Bluetooth LE

New standardization
Increased performance
Global interoperability

AURACAST
A BLUETOOTH® TECHNOLOGY

Broadcast audio
Next generation ALS
Immersive audio experiences

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Auracast™ broadcast audio







AURACAST™
A BLUETOOTH® TECHNOLOGY

With Auracast™, Bluetooth devices can now broadcast audio to an unlimited number of in-range devices

Enables life-changing new audio experiences

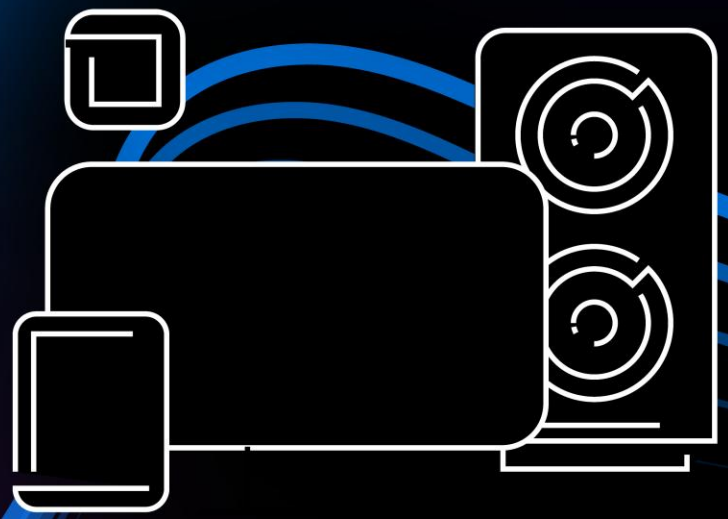
- Assistive listening for people of all levels of hearing loss
- New consumer audio experiences in public spaces
- High-quality voice and media audio

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How it works

Auracast™ Assistant
(smartphone, smartwatch, hearing aid remote...)



Paired Bluetooth®
Connection



Auracast™ Transmitter
(television, smartphone, tablet, laptop, PA system...)

Auracast™ Receiver
(headphones, earbuds, hearing aid...)

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All Big Five Hearing Aid Manufacturers Now Support Auracast™

- A major milestone for hearing accessibility
- The five largest hearing aid manufacturers, representing approximately 90% of the global hearing aid market, offer hearing aids that support Auracast™ broadcast audio

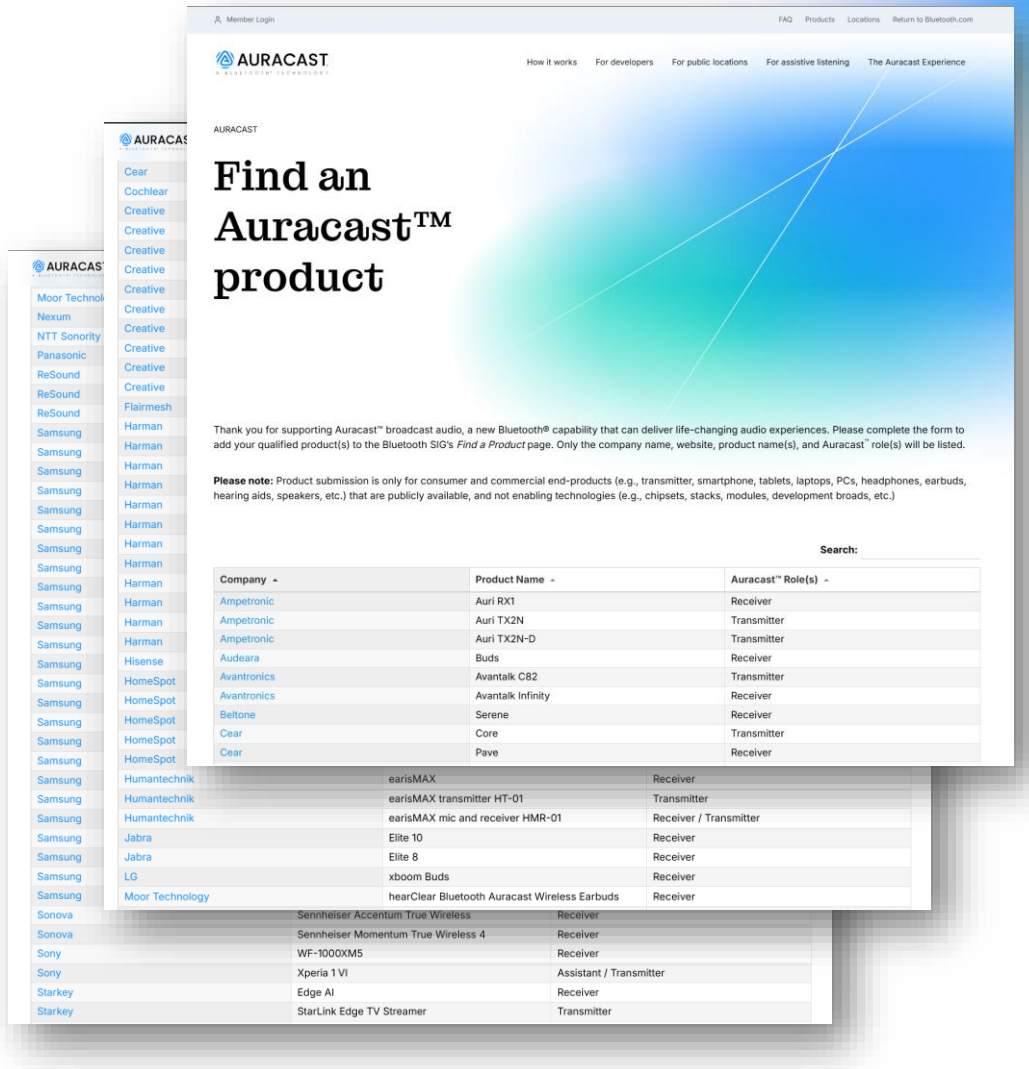


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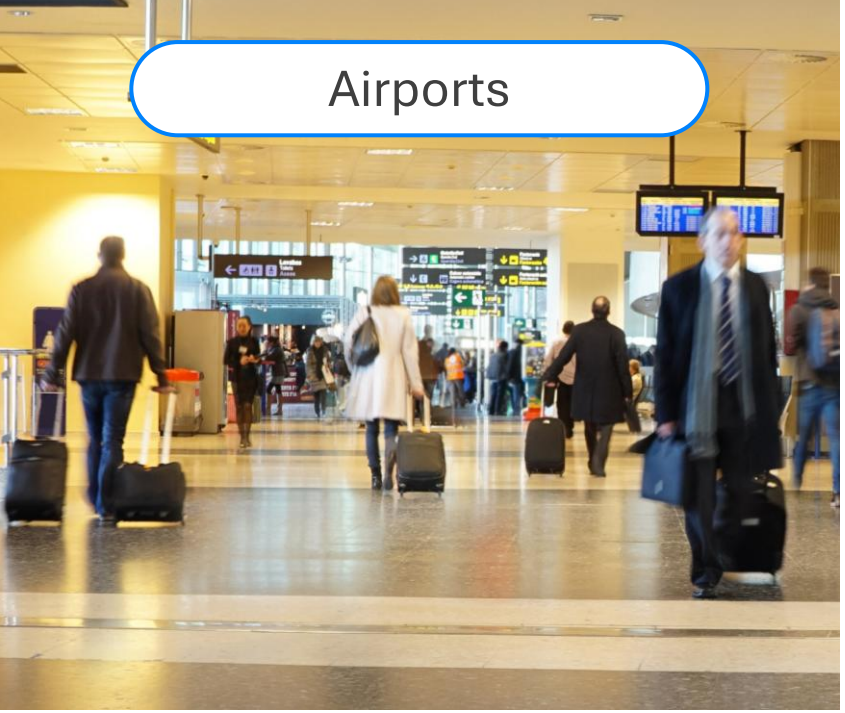
Auracast™ product adoption

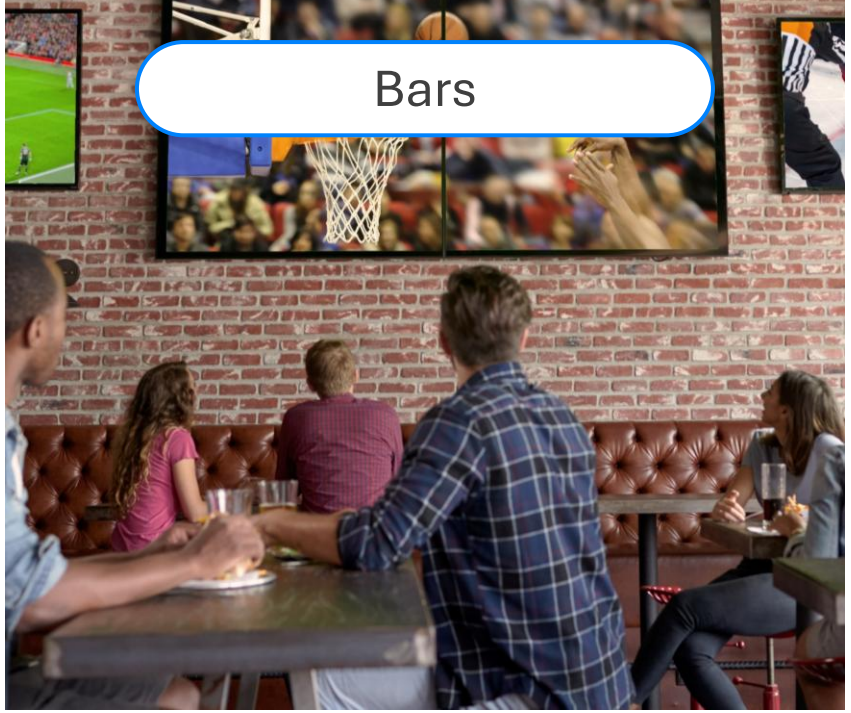
- A new standard feature in all Bluetooth-enabled audio devices for the future
- Over 200 Auracast™ supported devices publicly available today
- Major consumer brand support continues to grow
- Mixture of products: smartphones, TVs, hearing aids, streamers, microphones, earbuds, headphones, speakers, and commercial transmitters
- www.bluetooth.com/auracast/find-a-product



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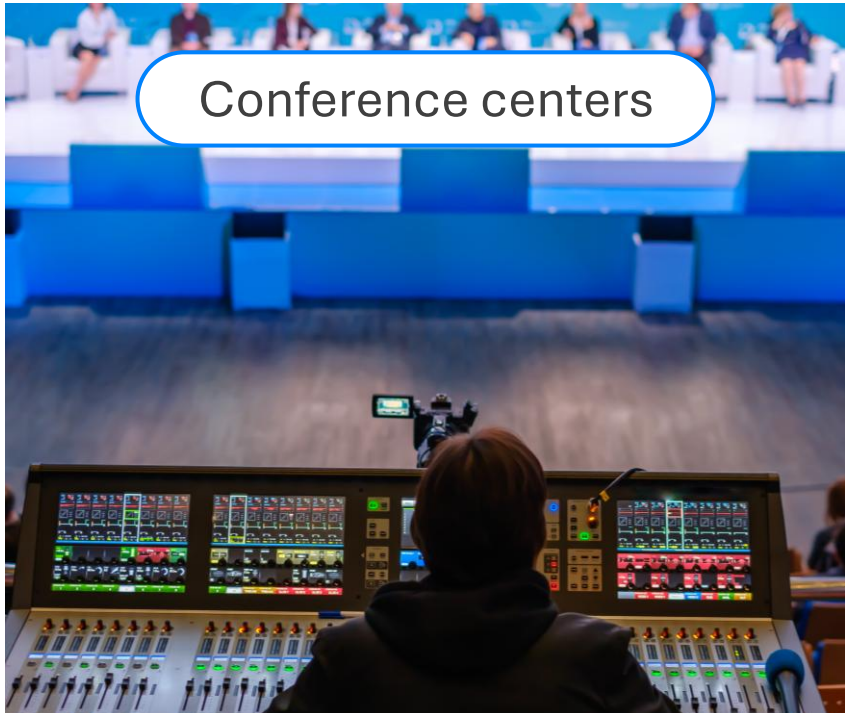

Airports


Bars


Theaters


Conference rooms


Lecture halls


Conference centers

House of Worship

Benefits

- Delivers a consistent, high-quality listening experience throughout the church
- Provides access to assistive listening and language translation services through a single platform
- Supports a wide range of hearing devices and technologies, helping to ensure accessibility for all users today and in the future



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Theater

Benefits

- Delivers a consistent, high-quality listening experience for every attendee, regardless of seat location
- Improve accessibility and engagement through support for audio description, language translation, and enhanced dialogue
- Future-proofs inclusivity by supporting legacy, current, and emerging accessibility technologies



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Transportation hub

Benefits

- Delivers public announcements directly to personal devices, reducing the impact of ambient noise
- Supports multiple simultaneous audio streams, allowing passengers to access info most relevant to them
- Easily scales across transit venues with minimal infrastructure and maintenance requirements



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Auracast™ location deployment

- Thousands of Auracast™ locations
- Various venue types
  - Theaters, churches, universities, stadiums, clinics, transit hubs
  - Location profile examples: https://www.bluetooth.com/auracast/auracast-location-profiles/
- Deployed across 23 countries and growing
  - Australia, Austria, Belgium, Canada, China, Czechia, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Japan, Netherlands, New Zealand, Norway, S Korea, Spain, Switzerland, Taiwan, UK, US
- Deployments in Canada
  - Aultsville Theatre, ON
  - Blessed Sacrament Catholic Church, ON
  - First Mennonite Church of Winnipeg, MB
  - Alberta Legislature Building, AB
  - Hope Community Church – Strathmore, AB
  - Lynn Valley Library, BC
  - Capilano Library, BC
  - Parkgate Library, BC
  - And many more…

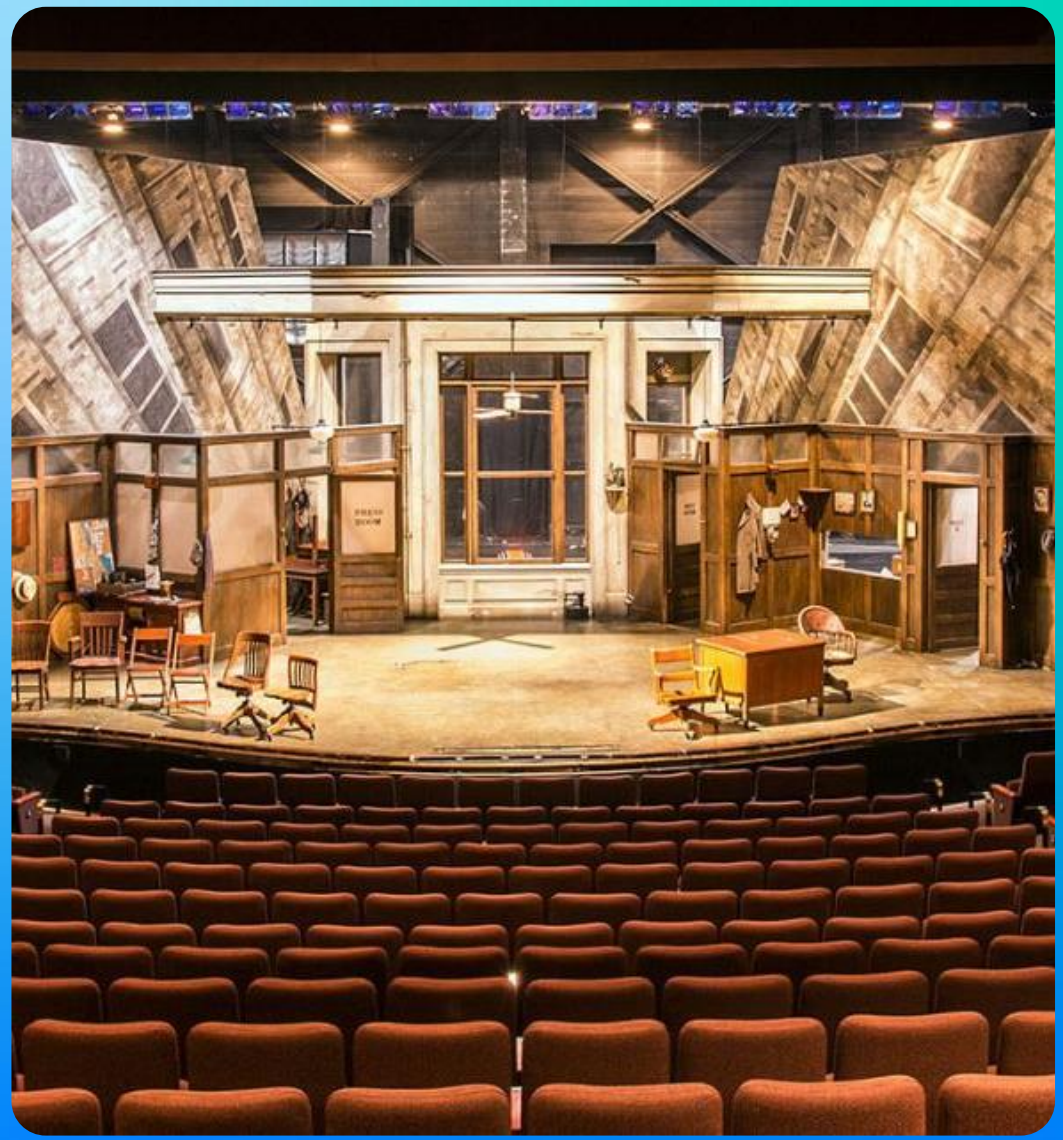
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Shaw Festival Theatre

- Address:
  - 10 Queen's Parade
    Niagara-on-the-Lake, ON L0S 1J0
    Canada

- Auracast™ equipment:
  - Bettear CASTER + RTX



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Wavefront Centre for Communication Accessibility

- Address:
  - 2005 Quebec Street
    Vancouver, BC V5T 2Z6

- Auracast™ equipment:
  - Bettear CASTER + RTX



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Tidemark Theatre

- Address:
  - 1220 Shoppers Row
    Campbell River, BC V9W 2C8

- Auracast™ equipment:
  - Bettear CASTER + RTX



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Cornerstone Community Church

- Address:
  - 434 Hunter Road
    Niagara-on-the-Lake, ON L0S 1J0
    Canada

- Auracast™ equipment:
  - Bettear CASTER + RTX



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Carleton University

- Address:
  - 1125 Colonel By Drive, Ottawa, ON, K1S 5B6, Canada
- Auracast™ equipment:
  - Auri ™ powered by Listen Technologies



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Town of Georgina

Municipal Town Hall

- Address:
  - 26557 Civic Centre Rd Keswick, ON L4P 3G1, Canada
- Auracast™ equipment:
  - Auri ™ powered by Listen Technologies

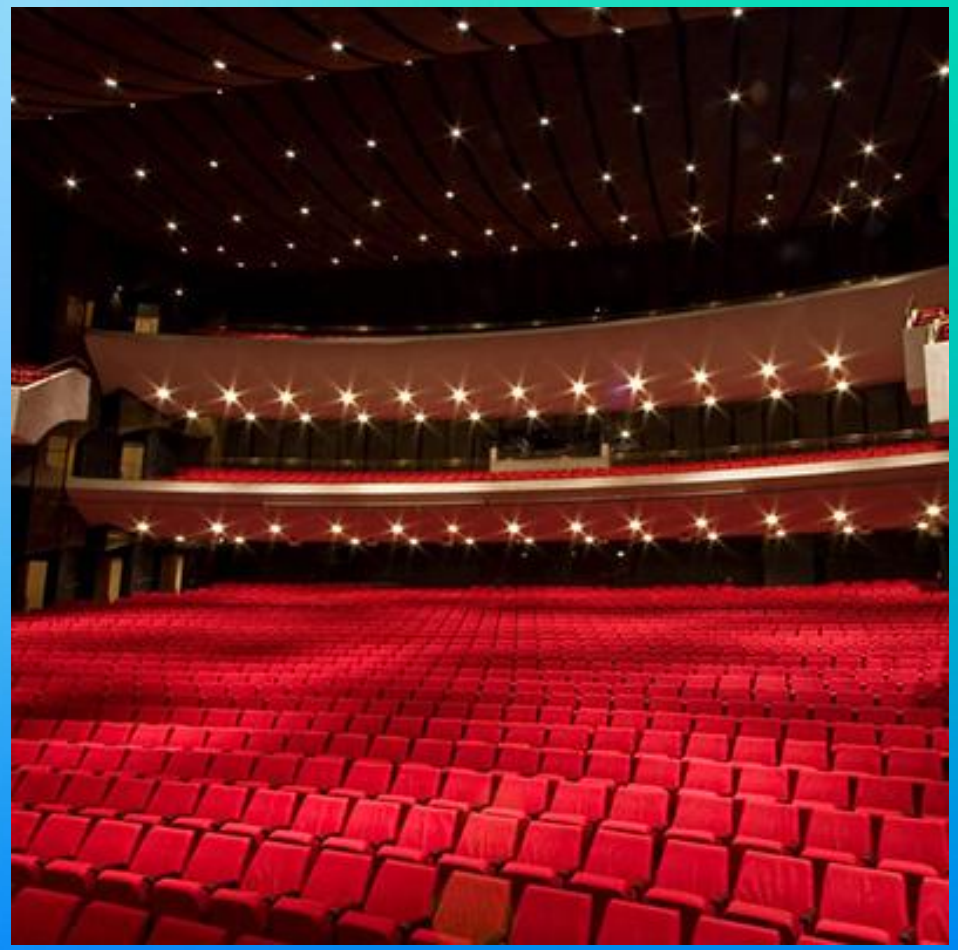


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Manitoba Centennial Concert Hall

- Address:
  - 555 Main Street Winnipeg, Manitoba R3B 1C3, Canada
- Auracast™ equipment:
  - Auri ™ powered by Listen Technologies



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The Ottawa Hospital

- Address:
  - 501 Smyth Rd, Ottawa, ON K1H 8L6, Canada
- Auracast™ equipment:
  - Auri ™ powered by Listen Technologies



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Brockville Arts Centre

- Address:
  - 235 King Street West, Brockville, ON K6V 7A5
- Auracast™ equipment:
  - Williams AV Infinium™ Controller, Transmitter and Receivers



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Laurentian University

- Address:
  - 935 Ramsey Lake Road, Sudbury, ON P3E 2C6
- Auracast™ equipment:
  - Williams AV Infinium™ Controller, Transmitter and Receivers
    (5 systems across campus)



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Legislative Assembly of Manitoba

- Address:
  - 450 Broadway, Winnipeg, Manitoba R3C 0V8
- Auracast™ equipment:
  - Williams AV Infinium™ Controller, Transmitter and Receivers



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Kentville Town Hall

Municipal Council Chambers

- Address:
  - 354 Main St., Kentville, NS B4N 2M6
- Auracast™ equipment:
  - Williams AV Infinium™ Controller, Transmitter and Receivers



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Propeller Dance

- Address:
  - Great Canadian Theatre Company, 1223 Wellington Street West, Ottawa, ON K1Y 0G
- Auracast™ equipment:
  - Opus Technologies Auragate and AuraSTRX



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British Columbia Institute of Technology (BCIT)

- Address:
  - SW 3, White Ave, Burnaby, BC V5G 3L1, Canada

- Auracast™ equipment:
  - Opus Technologies Auraloop at reception desk



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Reaction from deployed venues

- Overlaying Auracast™ is seamless to installed
  - Minutes vs days
- High coverage range and high audio quality
- Robust and simple to operate
- Will increase assistive listening system adoption
- Interoperable with consumer devices that support Auracast™

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Advocating for Auracast™

- Empower you, the advocates, with the knowledge and tools to effectively introduce Auracast™ broadcast audio to venues where it's the right solution
- "For advocates" page on bluetooth.com/auracast



Make the case for Auracast™ broadcast audio

Whether used alone or with existing assistive listening systems, Auracast™ broadcast audio can improve audio clarity, support accessibility, and deliver immersive audio experiences in many public locations.

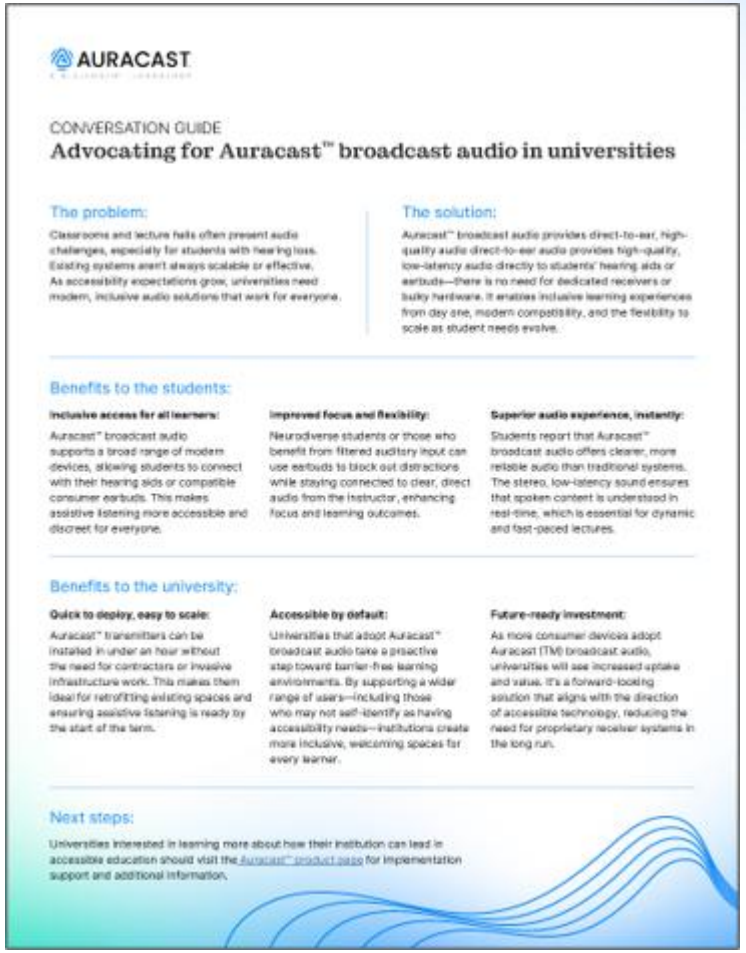
You will find resources here to better understand the technology, communicate its potential benefits, and assist locations in determining if Auracast™ broadcast audio is the right fit for their accessibility needs. You are not expected to have all the answers; our goal is to ensure you feel informed, prepared, and confident in your advocacy efforts.

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Advocacy materials

- Key components
  - Preparation checklist
  - Presentation/pitch deck
  - Conversation guides
  - Location profiles (success case studies)
- Usage guidance
  - Select materials based on the venue and conversation context
  - Download and print resources to support in-person discussions



AURACAST

CONVERSATION GUIDE

Advocating for Auracast™ broadcast audio in universities

The problem:

Classrooms and lecture halls often present audio challenges, especially for students with hearing loss. Existing systems aren't always scalable or effective. As accessibility expectations grow, universities need modern, inclusive audio solutions that work for everyone.

The solution:

Auracast™ broadcast audio provides direct-to-ear, high-quality audio direct-to-ear audio provides high-quality, low-latency audio directly to students' hearing aids or earbuds—there is no need for dedicated receivers or bulky hardware. It enables inclusive learning experiences from day one, modern compatibility, and the flexibility to scale as student needs evolve.

Benefits to the students:

Inclusive access for all learners:

Auracast™ broadcast audio supports a broad range of modern devices, allowing students to connect with their hearing aids or compatible consumer earbuds. This makes assistive listening more accessible and discreet for everyone.

Improved focus and flexibility:

Neurodiverse students or those who benefit from filtered auditory input can use earbuds to block out distractions while staying connected to clear, direct audio from the instructor, enhancing focus and learning outcomes.

Superior audio experience, instantly:

Students report that Auracast™ broadcast audio offers clearer, more reliable audio than traditional systems. The stereo, low-latency sound ensures that spoken content is understood in real-time, which is essential for dynamic and fast-paced lectures.

Benefits to the university:

Quick to deploy, easy to scale:

Auracast™ transmitters can be installed in under an hour without the need for contractors or invasive infrastructure work. This makes them ideal for retrofitting existing spaces and ensuring assistive listening is ready by the start of the term.

Accessible by default:

Universities that adopt Auracast™ broadcast audio take a proactive step toward barrier-free learning environments. By supporting a wider range of users—including those who may not self-identify as having accessibility needs—institutions create more inclusive, welcoming spaces for every learner.

Future-ready investment:

As more consumer devices adopt Auracast (TM) broadcast audio, universities will see increased uptake and value. It's a forward-looking solution that aligns with the direction of accessible technology, reducing the need for proprietary receiver systems in the long run.

Next steps:

Universities interested in learning more about how their institution can lead in accessible education should visit the Auracast™ product page for implementation support and additional information.

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LE audio and Auracast™ broadcast audio forecasts

> "**ABI Research expects Auracast™ broadcast audio capabilities to become a standard feature in Bluetooth® audio assistive listening devices,** establishing a variety of innovative audio user experiences ranging from personal audio sharing to augmented and assistive listening in public venues."

Source: ABI Research

Access Auracast™ market research and forecasts

3.3B

LE audio enabled devices are forecasted to ship annually by 2030

1M

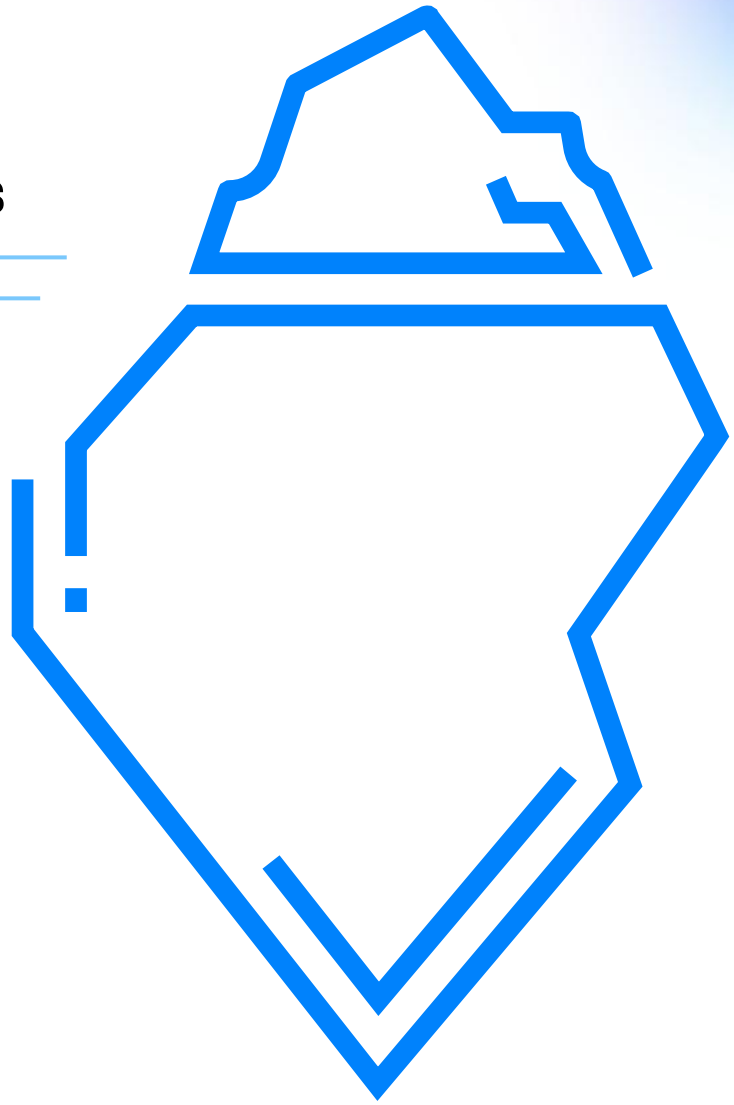
Public locations are expected to deploy Auracast™ broadcast audio by 2030

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Numbers Today*

120 M Estimated current hearing aid users and cochlear implant users



*Estimation and extrapolation, source: WHO, UN, HA/CI industry

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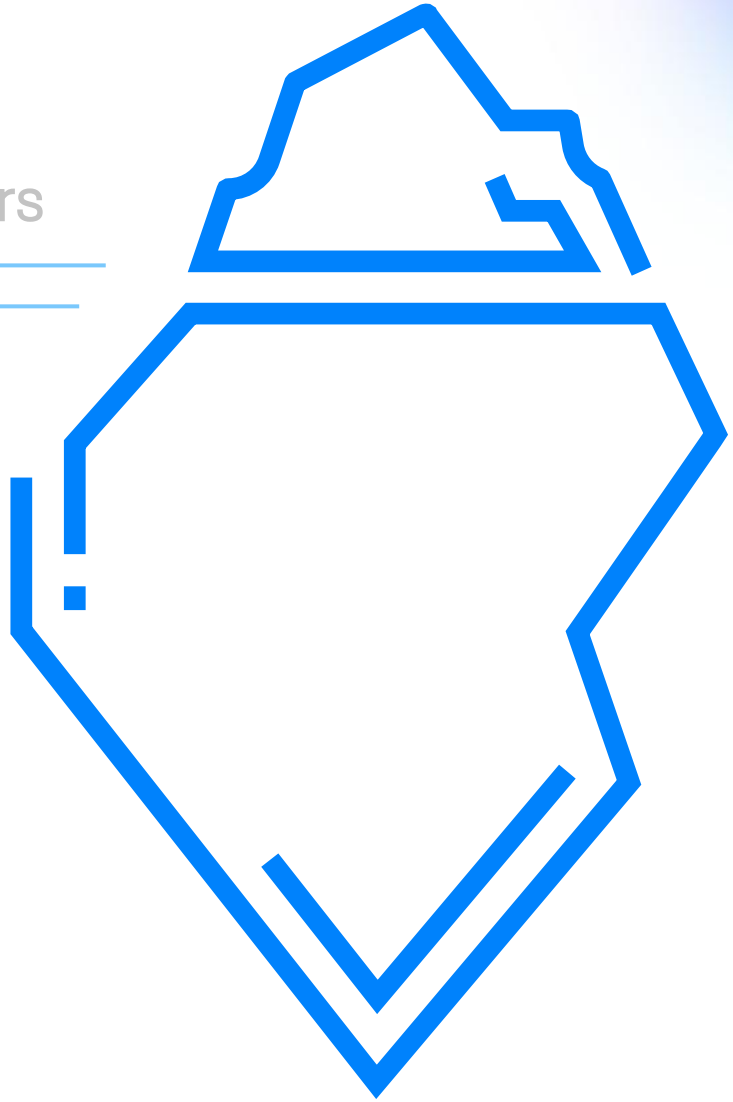
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Numbers Today*

120 M Estimated current hearing aid users and cochlear implant users

600 M

Estimated number of people who needs a hearing aid or cochlear implant



*Estimation and extrapolation, source: WHO, UN, HA/CI industry

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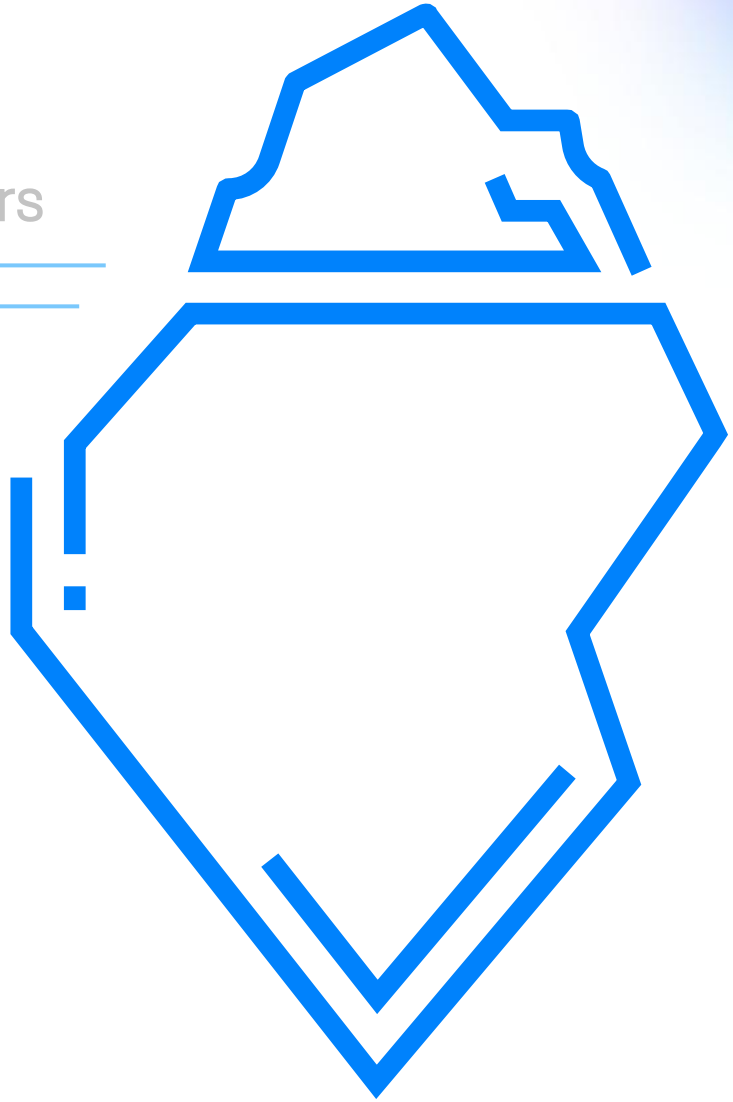
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Numbers Today*

120 M Estimated current hearing aid users and cochlear implant users

600 M Estimated number of people who needs a hearing aid or cochlear implant

1.6 B Estimated number of people have some level of hearing loss



*Estimation and extrapolation, source: WHO, UN, HA/CI industry

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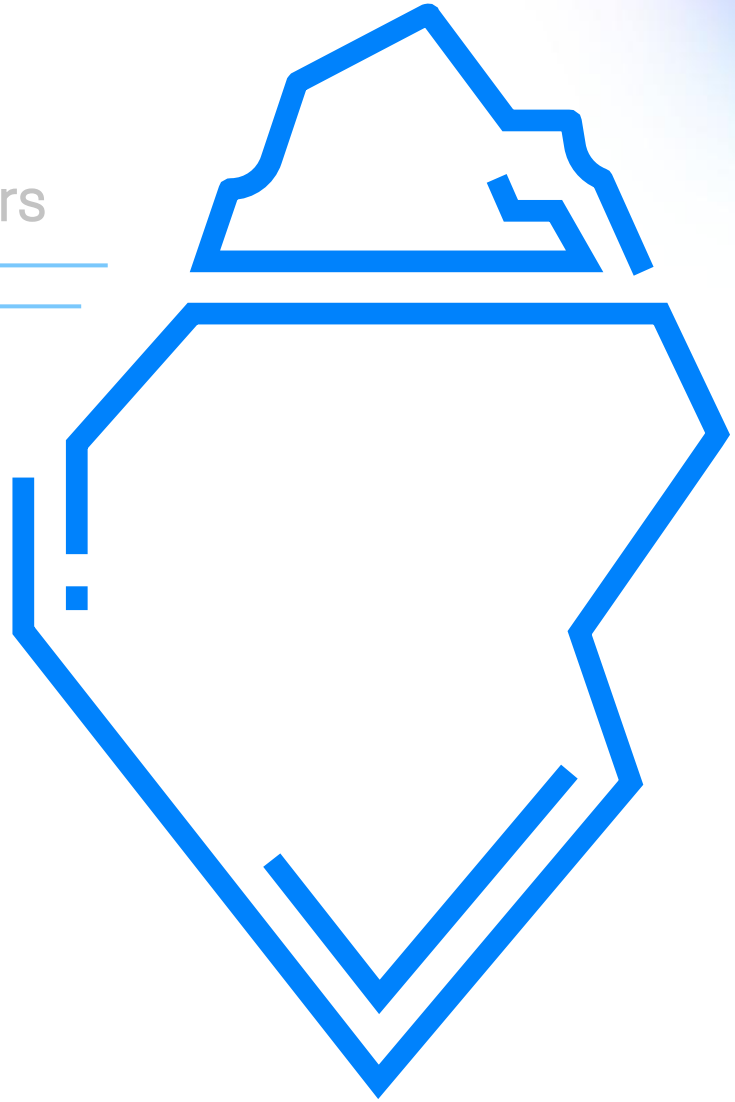
Numbers Today*

120 M Estimated current hearing aid users and cochlear implant users

8.3 B Estimated total number of people in the world today

600 M Estimated number of people who needs a hearing aid or cochlear implant

1.6 B Estimated number of people have some level of hearing loss



*Estimation and extrapolation, source: WHO, UN, HA/CI industry

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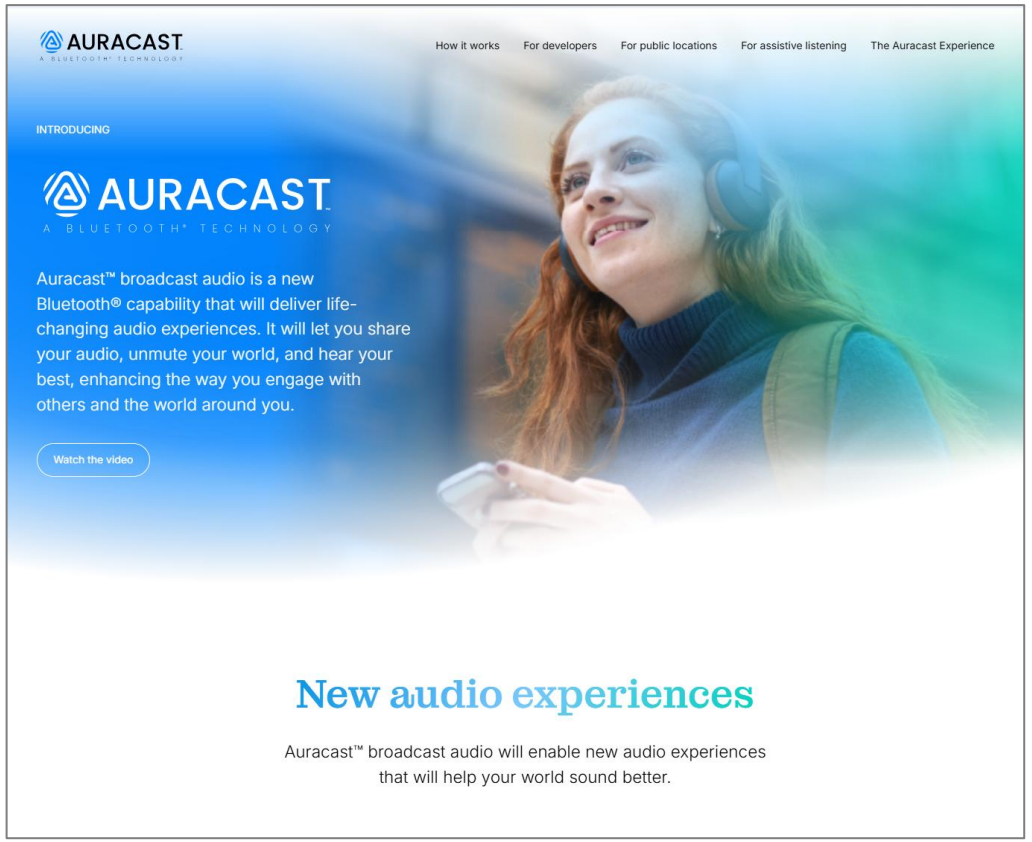
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10B

world population
projected by 2050

Source: United Nation (UN)

Auracast™ broadcast audio information and resources



Auracast™ general information and resources

- ☐ Education
- ☐ Research and forecast notes
- ☐ Deployment guides
- ☐ Brand guides
- ☐ Product listing
- ☐ Advocacy materials
- ☐ Venue success kit
- ☐ Location profiles

bluetooth.com/auracast

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Thank you

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