



Auracast™ Enables Audio Accessibility for All

At all life stages, communication and good hearing health connect us to each other, our communities, and the world. Auracast™ broadcast audio is a new Bluetooth® capability that will deliver life-changing audio experiences. 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. The Bluetooth SIG worked closely with the hearing aid and cochlear implant industry to define and introduce the next generation of assistive listening system technology, Auracast™ broadcast audio.



people are projected to have some degree of hearing loss by 2050.

Source: World Health Organization

Enhance Hearing Experiences with Auracast™ Broadcast Audio:

- Wireless Headphones & Earbuds
- Assistive Listening Devices
- Bluetooth Hearing Aids
- Bluetooth Transmitters
- Cochlear Implants with Bluetooth technology

Train stations, airports and other public spaces with a lot of background noise can be challenging for people living with hearing loss. Understanding speech in these acoustically challenging environments requires technological support. Solutions such as Auracast™ broadcast audio can significantly improve the ability of people with hearing loss to communicate. Users of hearing aids or implants will thus be able to move and orient themselves more easily and safely in their acoustic environment in the future. Participation and inclusion will be facilitated, and the overall quality of life will be enhanced.

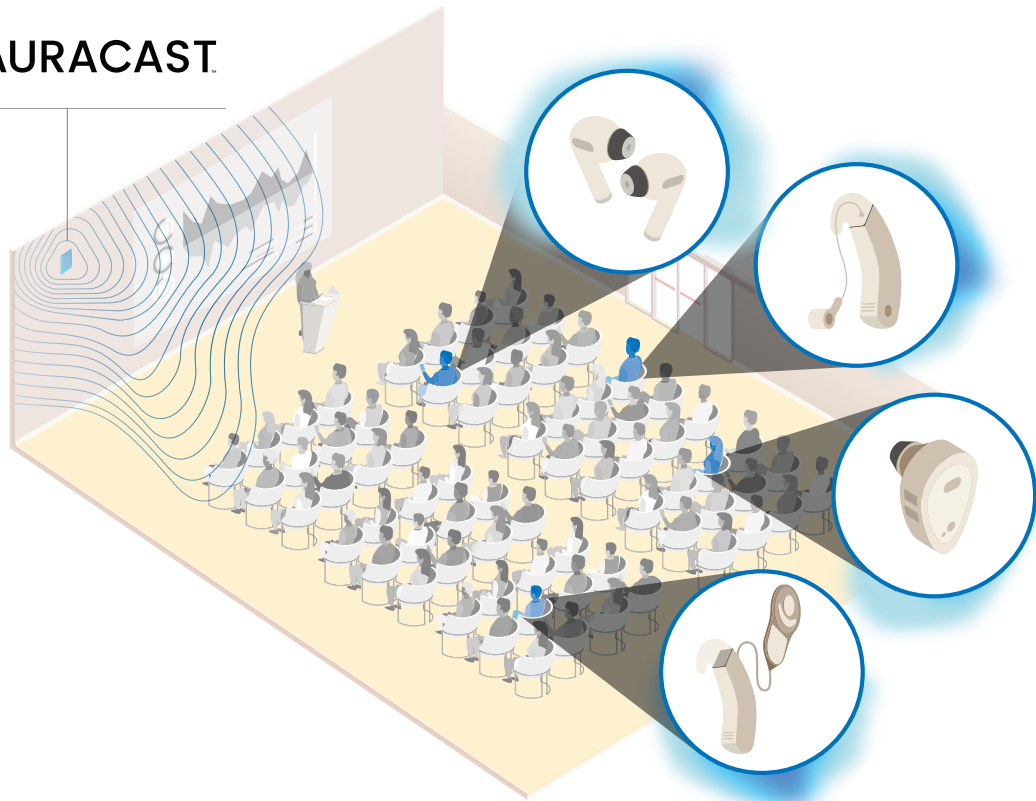
Dr. Stefan Zimmer, Secretary General of the EHIMA

Share Your Audio – Unmute Your World – Hear Your Best

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Audio Accessibility for All

Auracast™ broadcast audio will become an advanced, new assistive listening system that will be significantly easier and lower cost to deploy while offering higher audio quality and greater privacy. Overcoming the challenges of traditional ALS technologies using a familiar, proven technology ubiquitous in most consumer audio devices will provide the added benefits of enabling broader deployment and increased availability of ALS for people with hearing loss, while also expanding applicability of these systems to consumers with all levels of hearing health.

Public locations – including conference centers, movie theaters, transportation centers, places of worship, and more – will deploy Auracast™ broadcast audio to promote better living through better hearing for everyone.

IFHOH foresees a world where FM, IR, and hearing loop systems (including those found in taxis, ticket counters, airports, theatres, etc.) will function for the foreseeable future alongside Auracast™ systems. Therefore, all assistive listening systems, hearing aids, and cochlear implants need to be Auracast™ broadcast audio + telecoil compatible.

Budapest Declaration, IFHOH World Congress 2022

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