

Auracast™ Broadcast Audio: Accessible hearing in public spaces



Auracast™ broadcast audio, a new Bluetooth® capability, allows audio content to be streamed in digital stereo quality to multiple devices at the same time. Developed with the support of the European Hearing Instrument Manufacturers Association (EHIMA), this technology sets a new standard for accessible listening and improves the inclusion of people living with hearing loss.

Until now, Bluetooth® connectivity was limited to one transmitter and one receiver. By contrast, the signal from an Auracast™ broadcast audio transmitter can be received simultaneously by an unlimited number of devices using Auracast™ broadcast audio within its

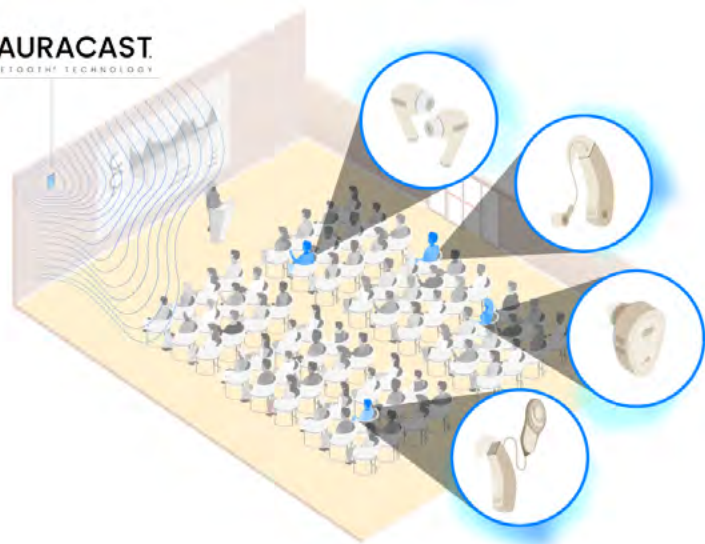
range. This is particularly beneficial for people with hearing loss who face challenges in public spaces. Auracast™ broadcast audio overcomes the limitations of conventional transmission technologies such as induction loops or infrared transmission.

This allows people with and without hearing impairments to receive audio content in digital stereo quality directly through their Bluetooth® enabled hearing systems or headphones. Since multiple devices can receive the same audio stream simultaneously, Auracast™ broadcast audio is particularly suitable for use in public spaces such as train stations, airports, museums and tourist attractions, churches, conference centres, or cinemas.

How does Auracast™ Broadcast Audio work?

Auracast™ broadcast audio is based on Bluetooth® Low Energy (LE) Audio and uses the LC3 codec, which ensures higher audio quality at lower energy consumption. The new Bluetooth® standard allows for the synchronous streaming of audio data to multiple receivers in real-time. The technology conserves the batteries of receiving devices because the data is transmitted more quickly thanks to better compression. Another advantage is the easy installation of Auracast™ broadcast audio streamers, making the technology equally suited for permanent and temporary use.

AURACAST
A BLUETOOTH™ TECHNOLOGY



Who benefits from Auracast™ Broadcast Audio?

With the new Bluetooth® streaming, everyone present in a conference or concert centre, for example, can receive audio content directly in their hearing aids or headphones. At airports and train stations, travellers can listen to important announcements without relying on often hard-to-understand loudspeaker announcements at the gate or platform. In gyms, users can enjoy workout instructions or music, regardless of the surrounding noise. Auracast™ broadcast audio can also make an important contribution to the inclusion of people with hearing impairments in schools or universities by transmitting lectures or instructions directly to students' hearing systems.

Stay informed about Auracast™ broadcast audio:



<https://www.bluetooth.com/auracast/assistive-listening/>

www.ehima.com

