

EVERYTHING YOU NEED TO KNOW ABOUT AURACAST™ AND AURI™



For people with hearing loss, public spaces have always required extra effort. You find a good seat, turn up your hearing aids, and you still miss half of what's being said. Assistive listening technology has come a long way in helping bridge that gap, and Auracast™ is the next step forward. Built on Bluetooth® LE Audio, it delivers clear, direct audio to dedicated receivers and personal devices in theaters, houses of worship, classrooms, and event spaces where you need it most.

This guide covers everything you need to know: how it works, whether your current devices are compatible, and what you can do right now to start experiencing better sound.



What Is Auracast™?

If you live with hearing loss, you know the frustrations of struggling to hear clearly in places like theaters, houses of worship, airports, or classrooms. Traditional room acoustics, background noise, and distance from the speaker all work against you. Auracast™ changes that.

Auracast™ is a broadcast audio technology built on Bluetooth® LE Audio. Unlike traditional Bluetooth®, which pairs two devices together in a one-to-one connection, Auracast™ uses a one-to-many model. Think of it more like connecting to a Wi-Fi network or tuning into a radio station. A transmitter in a venue sends out an audio stream, and any compatible device can discover and connect without pairing codes or complicated setup.

Multiple listeners can connect at the same time without any drop in performance, and users can easily switch between available channels. This makes it perfect for public spaces where many people need access to the same audio at the same time.

The Benefits of Auracast™ for People with Hearing Loss

- **Clearer speech in challenging environments:** Instead of fighting room echo, distance, and background noise, your hearing device receives the audio signal directly.
- **Multiple channels for different needs:** Auracast™ supports multiple audio channels at the same time. A venue can broadcast a standard assistive listening feed, one for language interpretation, and an audio description track all at the same time. Guests can choose the one they need.
- **Low latency audio:** Auracast™ has very low latency, which means the audio reaches your ears in sync with what you see on stage or on a screen, with no noticeable delay between a speaker's lips and the sound you hear.
- **Reliable performance in crowded spaces:** Bluetooth® LE Audio resists interference even in crowded spaces full of wireless signals.
- **More confidence in public settings:** By helping you hear better in public spaces, Auracast™ gives you the confidence to engage socially, attend events, and participate fully in your community.

Will It Work with My Hearing Aid or Cochlear Implant?

The answer depends on your specific device. Here's what you need to know.

Auracast-Ready vs. Auracast-Enabled

These two terms are easy to confuse but mean very different things.

- **Auracast-ready (or "Auracast-capable"):** Your device has the Bluetooth® LE Audio hardware built in, but the feature has not been activated yet. It may need a firmware or software update from the manufacturer before you can use it to join an Auracast™ broadcast. It cannot connect to Auracast™ today.
- **Auracast-enabled:** Your device has both the hardware and the activated software. You can use it to connect to an Auracast™ broadcast right now.

If you're unsure if your device is ready, enabled, or neither, ask your audiologist or check the manufacturer's website. You can also find a full list of Auracast-compatible products [here](#).

Why Don't Hearing Aids Have Both Auracast™ and a T-Coil?

As of March 2026, no hearing aids have both Auracast™ and a T-coil in the same device because it's a physical design challenge. A T-coil needs a physical copper coil inside the hearing aid, while Auracast™ needs additional hardware. Today's small RIC and CIC hearing aids don't have enough internal space to support both.

What Can I Do Right Now, Even If My Device Isn't Compatible?

You don't have to wait for a new device to experience Auracast™. Venues that have Auracast™ systems can provide dedicated receivers and neckloops for you to borrow, so you can start benefiting from better audio quality today. It should be noted that this is not a lesser experience. With receivers and neckloops, users can still experience all the benefits of Auracast™.

Using a Venue-Provided Receiver and Neckloop

If you have a t-coil in your hearing aid or cochlear implant, here's how it works.

- Before the event, check out a dedicated Auracast™ receiver and neckloop from the venue.
- Connect the receiver to a neckloop and wear it around your neck.
- The receiver picks up the Auracast™ audio broadcast, and the neckloop transmits it magnetically to your T-coil.
- You hear the audio clearly through your own hearing devices.

If you don't have a T-coil, use the venue-provided headphones or your own earbuds with a 3.5mm jack so you can still access the Auracast™ audio.

What to Expect in Public Spaces and Venues

Many people with hearing loss notice that spoken words, like dialogue in a play or a moderator at a panel, are hard to follow, even when they're sitting close. Room acoustics, echo, and background noise all add to the problem. Auracast™ fixes these issues by delivering audio straight to your ears. You hear the sound as the audio engineer intended it, not what the room allows.

Sound Quality

Tuning in to an Auracast™ broadcast is different from sitting closer or turning up your hearing aids. Users often report significant improvements in speech intelligibility. Auracast™ also supports high-quality audio, so music sounds rich and natural too, not thin, hollow, or harsh.

Does It Require Line of Sight?

You don't need to worry about where you sit because Auracast™ is not line-of-sight technology. The signal can travel through people and furniture, so it works whether you're in the front row or the back corner.

Select Your Channel

If a venue offers multiple Auracast™ channels (e.g., a main assistive listening feed, a Spanish-language interpretation, and an audio description track), you simply choose the one you need, the same way you'd pick a Wi-Fi network. Switching between channels is quick and doesn't require any pairing or reconnecting.

Using Auracast™ at Home

We've received a lot of questions asking if Auracast™ can be used at home. Yes, it can!

Here are some common use cases:

Television

For Auracast™ to work with your TV, the TV itself needs to be Auracast-enabled, not the broadcasts or channels. The TV takes the audio it's already receiving and rebroadcasts it locally over Auracast™. If your TV isn't Auracast-enabled, you can add an external Auracast™ transmitter that plugs into the headphone jack, optical port, or HDMI-ARC. That transmitter sends the Auracast™ audio that your devices can receive.

Radio

Standard AM/FM radio stations don't broadcast Auracast™ signals on their own. However, if you connect a small Auracast™ transmitter to your radio at home, your Auracast-enabled hearing aids or cochlear implant can pick up that local broadcast.

How to Connect to an Auracast™ Broadcast

Unlike regular Bluetooth®, Auracast™ doesn't require pairing. Here's how connection works.

- A transmitter in the venue broadcasts an audio stream.
- Your Auracast-enabled device scans for available broadcasts, similar to how your phone scans for Wi-Fi networks.
- You see a list of available channels and select the one you want.
- No pairing codes, no manual connections. You're in.

What Is an Auracast™ Assistant?

This is an app on your phone or hearing aid app that helps you find and join nearby Auracast™ broadcasts. It shows you a list of available streams and lets you tap the one you want. Whether you need a phone to connect depends on your specific device. Some Auracast-enabled hearing aids can connect directly without a phone, while others use a companion app to discover and choose broadcasts.

What to Ask Your Audiologist

Your next appointment is a great opportunity to get clarity about your specific needs and situation.

Here are some questions worth considering.

- Is my current hearing aid or cochlear implant Auracast-enabled, Auracast-ready, or neither?
- If my device is Auracast-ready, when does the manufacturer expect to release the firmware update?
- Does my device have a T-coil? Is it activated?
- If I'm buying a new device, which models offer T-coil, Bluetooth®, and Auracast™ readiness?
- What combination of features makes the most sense for my lifestyle and the environments where I struggle to hear the most?

What Is Auri™?

Auri™ is an Auracast-powered assistive listening system made by Ampetronic | Listen Technologies. It was made specifically for public venues, houses of worship, educational institutions, and event spaces, or anywhere people need reliable access to clear audio.

Auri™ isn't just a transmitter. It's a full system that includes the transmitter, dedicated receivers, neckloops for T-coil users, and the proper assistive listening signage required for ADA compliance. This means venues that install Auri™ are equipped to serve listeners with and without compatible personal devices.

Privacy and Security

Because Auracast™ can cover a large area, you might wonder whether broadcasts are secure. With Auri™, venues can enable encryption or password-protected broadcasts so that only authorized listeners can tune in. This prevents eavesdropping and ensures that sensitive audio, like private meetings or rehearsals, remains protected. Venues have full control over who can access the audio.

Conclusion

Auracast™ won't solve everything overnight. As of March 2026, most hearing aids aren't Auracast-enabled yet, and venues are just beginning to adopt this technology. But the direction is clear, and the progress is real. Systems like Auri™ are already installed in world-class venues and proving that this technology works.

In the meantime, you don't have to wait. Venues with Auracast™ systems have receivers and neckloops ready to borrow, your audiologist can tell you what your current device supports, and you can start encouraging the places you visit to make the investment.

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