

# A HEARING CARE PROFESSIONAL'S GUIDE TO AURACAST™ AND AURI™



As a hearing care professional, you play an important role in helping patients navigate hearing challenges in their everyday lives. While hearing aids and cochlear implants have advanced in recent years, many patients still struggle in public areas like theaters, houses of worship, and lecture halls. Auracast™ is opening new doors, helping transform these experiences for your patients.

In this guide, we'll discuss what Auracast™ is, how it works, and why it matters for your practice. We'll also discuss Auri™, an Auracast-powered assistive listening system by Ampetronic | Listen Technologies and explain how it can improve patient outcomes in public spaces.



## What Is Auracast and What Does It Mean for Assistive Listening?

Auracast™ is a broadcast audio technology built on Bluetooth® LE Audio that lets sound be transmitted from one source to multiple listeners. Unlike traditional Bluetooth® that uses one-to-one pairing, Auracast™ uses a broadcast-and-select model. A transmitter sends out an audio stream, and compatible devices can discover and select the broadcast they want to hear.

Multiple listeners can tune in at the same time without pairing delays, they can switch channels easily, and they can receive audio directly to personal devices or to dedicated receivers provided by the venue. Auracast™ was made specifically for public spaces, like theaters, houses of worship, classrooms, airports, and meeting rooms.

## Auracast-Ready vs. Auracast-Enabled

These two terms are a common source of confusion. An Auracast-ready (or sometimes called "Auracast-capable") device has the Bluetooth® LE Audio hardware but doesn't have the software activated to join an Auracast™ broadcast. These devices may need a future firmware update or manufacturer activation before the feature is usable.

An Auracast-enabled device has both the hardware and active software and can already connect to Auracast™ broadcasts. It's important to clarify this distinction with patients to set their expectations correctly and make sure they clearly understand their device's capabilities.

## Devices and the Transition Period

As of February 2026, most hearing aids and cochlear implant processors aren't Auracast-enabled. There are also currently no hearing aids that include both Auracast™ and a telecoil in the same device. This is because of physical design constraints, not a lack of interest or investment in accessibility.

Telecoils need a physical copper coil, while Auracast™ support adds additional radio hardware, antenna design, processing demands, and battery requirements. Fitting both systems into today's small RIC and CIC form factors isn't feasible. As components become smaller and power efficiency improves, this could change over time.

For now, hearing loops and telecoils are important accessibility technologies, and Auracast™ should be seen as a complementary system, not a replacement.

## Sound Quality and Latency

**Auracast™ is designed to deliver high-quality, low-latency audio. Here's what sets it apart:**

- Significantly lower latency than classic Bluetooth®
- Minimal risk of lip-sync issues
- Clear speech and natural sound
- Meets or exceeds traditional loop performance
- Supports high-quality audio for both speech and music

## Reliability in Crowded Spaces

Traditional Bluetooth® can struggle in busy spaces, especially when multiple devices are trying to connect at once. Auracast™ uses a one-to-many broadcast model that lets an unlimited number of listeners connect without lowering performance. Because the audio is broadcast instead of paired, reliability stays consistent even as more listeners join. It's already proven effective in large, complex venues.

## Channels, Coverage, and Scalability

Auracast™ supports multiple simultaneous audio channels, letting venues offer options such as assistive listening, audio description, and language interpretation at the same time. With no practical limit to the number of listeners and the ability to expand coverage by adding transmitters, Auracast™ works effectively in large spaces such as houses of worship, theaters, and convention centers.

## Cost and Installation Overview

Auracast™ systems typically cost venues between \$2,000 to \$4,000, depending on the configuration and system size. As with all assistive listening technologies, ADA guidelines require venues to provide signage along with a certain number of receivers and neck loops.

Many venues find Auracast™ easier to install than loops, especially in spaces with structural constraints. Best practice for maximum accessibility is to install Auracast™ alongside hearing loops to provide reliable access today while preparing for broader direct-to-device adoption in the future.

## What Is Auri™?

Auri™ is an assistive listening solution that uses Auracast™ broadcast audio technology to provide clear and reliable audio directly to hearing devices. It was made for public venues, houses of worship, educational institutions, and more. Auri™ allows users to receive high-quality audio directly to their Auracast-compatible hearing aids, cochlear implants, personal devices, or dedicated receivers.

Auri™ offers an easy-to-use and scalable solution that improves accessibility and promotes inclusion. As a hearing care professional, by including Auri™ in your recommendations, you can help patients have a better listening experience.

## How Auri™ Provides Accessibility Today

Auri™ is a complete assistive listening system, not just a transmitter. To meet accessibility requirements, venues must provide dedicated receivers, neckloops for telecoil users, and post proper assistive listening signage.

It's important to note that borrowed receivers are not a lesser option. In fact, in many cases, they provide the most consistent experience. The Auri™ Neck Loop, when paired with the Auri™ receiver, delivers a strong magnetic output for T-coil users.

## The Benefits of Auri™ for Hearing Care Professionals

Whether your patients are attending worship services, enjoying a theater performance, or participating in community events, Auri™ gives them the clear audio they deserve. When you recommend Auri™ and encourage venues to adopt this technology, you create meaningful benefits for both your patients and your practice.

### Improving Patient Outcomes

Auri™ supports your commitment to better hearing by providing crystal-clear audio transmission, reducing background noise, and ensuring speech is intelligible even in challenging environments.

### Keeping up With Emerging Technology

Staying informed about the latest assistive listening technologies helps you provide the best solutions for your patients. By understanding and incorporating Auri™ into your practice, you prove yourself as an expert in hearing technology and reinforce your role as a trusted advisor.

### Strengthening Patient Engagement

Many people with hearing aids or cochlear implants avoid social situations where hearing is difficult. Auri™ provides a seamless listening experience in public spaces and gives patients more confidence using their hearing technology. When patients feel more comfortable in different settings, they're more likely to wear their hearing aids consistently, improving long-term outcomes.

### What Your Patients Should Know

**When discussing Auri™ with patients, focus on the practical benefits they'll experience in their daily lives, such as:**

- 1. Improved audio clarity in public spaces:** Auri™ cuts through background noises in challenging listening environments.
- 2. Convenient access:** They can connect using their own Auracast-enabled devices or borrow a receiver from the venue.
- 3. Compatibility with future technology:** Patients will be ready to take advantage of direct-to-device streaming as more hearing aids and personal devices become Auracast-enabled.
- 4. Seamless integration into everyday life:** Auri™ works in the background without complicated setup, letting them focus on experiences instead of technology.

## Conclusion

By staying informed about Auri™ and Auracast™, you can guide your patients towards venues that offer the best listening experiences, set realistic expectations about device compatibility, and prove your commitment to their long-term success. As more hearing devices become Auracast-enabled and more venues adopt systems like Auri™, your patients will benefit from the expertise and advice you provide today. The future of assistive listening is evolving, and your role in helping patients navigate that future has never been more important.