

[September 3, 2024](https://hearinghealthfoundation.org/blogs/auracast-is-expanding-audio-sharing-for-everyone)

[**Auracast Is Expanding Audio Sharing—for Everyone**](https://hearinghealthfoundation.org/blogs/auracast-is-expanding-audio-sharing-for-everyone)

* *Auracast is starting to be integrated into TVs among many other devices, benefiting those with and without hearing loss.*

*By Stephen O. Frazier*

Auracast, a groundbreaking Bluetooth technology developed by the Bluetooth Special Interest Group, is revolutionizing audio sharing. Unlike traditional Bluetooth, which can only transmit to one receiver at a time, Auracast enables sound transmission to an unlimited number of audio devices simultaneously. These devices include specialty products for the hard of hearing, as well as earbuds, loudspeakers, smartphones, TVs, and more.

**Market Availability**

When shopping for Auracast-enabled devices, it's important to note that many salespeople in appliance and phone service stores may not be familiar with the technology. It's best to go online and research the products mentioned here before going out to explore purchasing one.

Samsung leads the market with Auracast integration in their newest devices, including Galaxy S24 smartphones, Neo QLED 8K TVs, and Galaxy Buds2 Pro, which are compatible with TV Auracast signals. They also offer over-the-air upgrades for S23 phones and some 2023 micro-LED TVs.

JBL and Sennheiser, manufacturers serving both the professional and the consumer markets, have also embraced Auracast. Sennheiser Auracast-equipped Momentum True Wireless 4 noise canceling earbuds were launched at the Consumer Electronics Show (CES) in January. A firmware update was then released allowing users to update their already purchased earbuds. JBL has introduced Auracast in their Xtreme 4, Clip 5, and Go 4 portable speakers and also their new Tour Pro 3 earbuds.

Moor Technology's products, including dongles, transceivers, and wireless loudspeakers, are being restocked for September availability. Their product mix now includes two different transmitters. Similarly, Nexum's VOCE dongle and transceivers will be ready for shipment by the end of September. These transceivers feature built-in microphones and can accommodate external analog mics.

Marshall, an Australian loudspeaker manufacturer, has introduced Auracast in their Emberton III and Willen II models. These battery-powered, water- and dust-proof speakers offer up to 30 hours of playtime before needing a recharge, with worldwide distribution planned.

Ampetronic and Listen Technologies have collaborated on AURI, a complete broadcast audio-based assistive listening system. This professional-grade system meets standards set by the Americans with Disabilities Act (ADA) for assistive listening systems, with a transmitter range over 300 feet and support for multichannel broadcast and multi-language transmission.

An Israeli company named Bettear is field-testing a transmitter and transceiver using Auracast technology, expected to be available online by the end of the year. Their B-Caster device uses Bluetooth LE Audio to broadcast audio to multiple receivers, like hearing aids, cochlear implants, earbuds, and other Auracast-compatible devices. It can operate in “standalone mode” for direct broadcasting or in “hybrid mode”' with Wi-Fi for broader coverage. The device offers low latency, with less than a 40 millisecond delay, providing clear, live Hi-Fi audio up to 50 meters away. B-Caster is especially useful for guided tours, museums, and similar environments.

On the software side, Microsoft's Windows 11 supports Bluetooth LE and complies with Auracast specifications, including support for Auracast-equipped hearing aids.

**Auracast-Equipped Hearing Aids**

Two of GN Hearing Group's brands, ReSound and Jabra, now offer Auracast. Introduced in 2023, ReSound’s Nexia line features Auracast and it now includes rechargeable behind-the-ear and in-the-ear custom options with Auracast. The Jabra Enhance Pro 20 is also Auracast equipped.

WS Audiology's Signia Integrated Xperience (IX) hearing aids and Beltone's Serene model are pending software updates to enable Auracast. Other brands offering Auracast-equipped devices include Oticon Intent, Philips 9050, and Rexton Ready. JLab's HEAR over-the-counter hearing aids use Bluetooth 5.3, suggesting they could easily be made Auracast-ready. Cochlear's Nucleus 8 processor, introduced in November 2022, is Auracast-capable pending a software update.

**Future Outlook**

Auracast is poised to significantly enhance audio accessibility for both those with hearing loss and the general public. As more manufacturers adopt this technology, we can expect to see its application in a diverse range of devices and settings.

While it may take several years for older assistive listening systems to be fully replaced by Auracast (given that hearing aid users typically replace their devices every seven years or so), we can anticipate faster adoption in new venues or those upgrading their assistive listening systems. The installation of Auracast systems alongside existing technologies is likely to increase rapidly, especially as more cost-effective options like AURI become available to meet ADA requirements.

Auracast is set to become a leading assistive listening technology for people with hearing loss, while also finding widespread use among those with typical hearing for improved sound access.

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*Trained by the Hearing Loss Association of America (HLAA) as a hearing loss support specialist, Hearing Health magazine staff writer and New Mexico resident Stephen O. Frazier has served the HLAA and other groups at the local, state, and national levels as a volunteer in their efforts to improve communication access for people with hearing loss.**Contact him at* [*hlaanm@juno.com.*](mailto:hlaanm@juno.com) *This is an update to his* [*March 2023 story about Auracast.*](https://hearinghealthfoundation.org/blogs/auracast-is-actually-here-and-its-not-just-about-hearing-loss)