Consumer Guide to

Auracast™ Streamed Assistive Listening Systems

POTENTIAL AURACAST CAPABILITIES

- **Less** battery consumption for hearing aids and cochlear implants
- **Compatibility** between transmitters and receivers (not just your hearing aid brand)
- **Connect** without pairing; however, smartphone will normally be required
- **Can provide** an assistive listening technology option

MARKETING CLAIMS

All you need is Auracast in your hearing aid

Available now

Better than hearing loops

Easy for anyone to use

CURRENT STATUS

Concerns

- Any emerging technology will have bugs and incompatibilities.
- Any ALS Auracast broadcast must work with any hearing instrument. Demos have only been with one brand of devices.
- International standards won't be released until late 2027.

Telecoils needed

- Consumers will need a telecoil/neckloop if they don't have Auracast

2-3-5-10 years for

- Hearing instrument manufacturers to release new Auracast-enabled products
- Typical hearing aid lifecycle to purchase new Auracast-enabled instruments

Total latency from audio source to the listener

- Acceptable limit: 30-40 ms, under review
- Hearing loop latency: 0-5ms
- Auracast latency: 30-100 ms

ASK FOR

Proof needed

- Reputable independent party studies with people who have all levels of hearing loss focusing on speech recognition, latency, ease of use, etc.
- Coverage, handover between transmitters, immunity to interference

Essential: "ADA-Access Ready" hearing instruments

- Maintain your ADA rights: the capability to have a telecoil to use with ANY assistive listening system ANYWHERE
- Purchase and promote both telecoils and Auracast in hearing devices

Coexistence

- Hearing loops, FM/RF, infrared, and Auracast need to all co-exist
- Auracast can be added to an existing system

Resources

- List of "ADA-Access-Ready" hearing instruments
- Latency audio clip, 47ms
- 16 years of international declarations and statements, regarding the critical importance of telecoils, Bluetooth, and Auracast

Center for Hearing Access
at The Shedd Institute

www.CenterForHearingAccess.org

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