



# ***Auracast Update***

*By Stephen O. Frazier*

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Because Auracast is part of Bluetooth, there's no extra tech needed to include it in a product. Manufacturers just need to support the newest version of Bluetooth Low Energy.

After its July 2021 introduction, Bluetooth Low Energy 5.3 (BLE) generated excitement as a solution for reducing the high energy consumption of Bluetooth. Early adopters included hearing aid and consumer electronics companies. Now, the Auracast version is also being offered in hearing aids and a variety of other consumer products.

Auracast is a new BLE feature that allows audio to be broadcast to an unlimited number of compatible devices simultaneously. It overcomes the one-to-one transmission limitation of traditional Bluetooth.

[ReSound](#), [Jabra](#), and [Belton](#) have each introduced Auracast-enabled hearing aids. [Signia](#) and Cochlear also plan to activate Auracast via software updates.

On the consumer side, [Samsung](#) added Auracast to some of their 2023 TVs and their Galaxy Buds2 Pro. This January they included it in their Galaxy S24 smartphones. Samsung also [just announced](#) that they are now expanding support for Auracast to older phones and tablets with a downloadable software update for the Galaxy S23 series, Galaxy Z Fold 5 and Galaxy Z Flip 5 smart phones, plus the Galaxy Tab S9 series tablets.

Specialty manufacturers like [MOOR](#) Technology and [Nexum](#) now offer Auracast-capable earbuds, headphones, TV transmitters, and assistive listening devices. At the 2024 Integrated Systems Europe show, Listen Technologies and Ampetronic unveiled the [Auri](#), an assistive listening system using Auracast that is compliant with the Americans with Disabilities Act. It provides secure, high-quality audio to an unlimited number of users.

AudioTelligence's new [Orsana](#) device also leverages Auracast to help people hear better in noisy environments. It transmits sound to hearing aids, earbuds, smartphones, TVs, and more.

Because Auracast is part of the Bluetooth standard, manufacturers simply need to support the latest BLE versions to add compatibility. Major companies like Apple and Sony plan Auracast products. Sports

stadiums, bars, convention centers, and tourist sites can install Auracast on their existing sound systems for visitors.

The transition will take time. Most hearing aids last three to seven years, so it may be a decade before most are Auracast-capable. In the interim, companies like Ampetronic will support both Auracast and hearing loops. Eventually, Auracast will allow hearing aid users to connect seamlessly wherever the technology is available

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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 HLAA and others 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).*