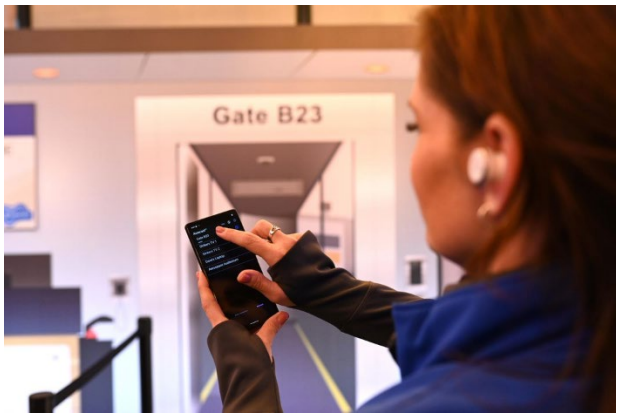
Auracast™ Overview

A new Bluetooth broadcast audio feature that can improve access in public places and shared listening



Examples of Auracast Bluetooth® LE Audio broadcasting device audio to many listeners at once.

What Is Auracast?

Broadcast audio you can tune into—like streaming a “channel” for sound

Auracast™ allows a “broadcaster” (a TV, laptop, smartphone, or a public sound system) to send audio to multiple “receivers” at the same time. For people with hearing loss, this can mean **clearer speech in noisy places** and **more direct access to audio** through Auracast-compatible hearing aids, cochlear implants, earbuds, or dedicated receivers.

How Does Auracast Work?

A broadcaster sends audio; you join the broadcast with a compatible device

With Auracast, an audio source broadcasts a stream that nearby listeners can tune into. Depending on the setup, you may discover broadcasts through your phone’s accessibility or audio menu, a venue display/QR-code, or a dedicated receiver. Once connected, the audio is delivered directly to your Auracast-compatible listening device. Or, if your hearing device has a telecoil, you can connect to an Auracast receiver using a neckloop.

What to Look For: Compatibility

LE Audio/Auracast support, easy joining, and the right listening options

To use Auracast, **you'll need Auracast/LE Audio-compatible receivers** (such as newer hearing aids/implant processors, earbuds, or a standalone receiver) and access to a broadcaster (like an updated TV/phone/PC or a venue system). When choosing devices, look for: reliable connection and range, simple "join" steps, volume control independent from others, and any hearing-access features your audiologist can adjust. **Because this technology is new and compatibility varies by brand and model year, it's worth confirming Auracast/LE Audio compatibility before purchasing.**

Benefits and Impact

More accessible audio—especially in noisy or distance situations

Auracast can make listening easier by delivering sound directly to your ears, which may improve speech clarity and reduce listening fatigue. It has the potential to expand hearing access in places like airports and transit hubs (announcements), theaters and houses of worship, lecture halls and conferences, gyms, and museums. At home, it can support shared TV listening—each person can use their own compatible device.

What's Next

Growing support in hearing devices, phones, TVs, and public venues

Auracast is still rolling out. Over time, more hearing devices, phones, computers, and TVs are expected to support LE Audio and Auracast through new models and updates. Public adoption will also depend on venues installing broadcast-capable systems. Ask your audiologist if your current hearing device supports (or can be upgraded for) LE Audio/Auracast, and watch for Auracast signage or accessibility information at venues.

Finding Auracast Products

Empower yourself with information

The Center for Hearing Access has several resources focused on Auracast, including a list of ADA-ready hearing devices featuring telecoils and Auracast (updated 3/19/26). Go to https://centerforhearingaccess.org/ada-access-ready.

Tip: Choose a hearing device that is both Auracast-enabled and contains a telecoil. Until Auracast becomes more widely adopted, having both technologies ensures continued access to hearing loops and other currently available assistive listening systems.