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### **Auracast™ as a new assistive listening system**

At the end of 2022, Bluetooth SIG adopted the full specifications for LE Audio. For many years, the European Hearing Industry Manufacturers Association (EHIMA) had been working with Bluetooth on a universal standard for hearing aids. One of the innovative features is the ability to share sound with others. Marketed under the name Auracast™, audio can be transmitted (broadcast) to an unlimited number of hearing aids. This means direct audio streaming to any compatible hearing aid, in high quality stereo, low latency, and easy to connect to. It is proposed as the future standard for wireless hearing aid connectivity at home and in public spaces, without needing extra accessories. This single standard across all manufacturers will ensure a consistent user experience. Auracast is destined to be an easy-to-install assistive listening system in public venues, such as lecture halls, theatres, cinemas, churches and bigger locations such as train stations and airports. In close collaboration with representatives from various industries, regulatory bodies, and the hard-of-hearing community, we are working on further guidelines for use and implementation. EHIMA and Bluetooth have set-up a space at the EUHA exhibition where a demonstration of Auracast will be made available to the public.