

Hans-Christian Drechsler

Bluetooth® Low Energy Audio & Auracast™ Broadcast Audio – the future of connected hearing

Integrating multimedia into hearing aid fitting can be challenging at times. Although streaming audio and phone signals is an integral part of our work and leisure lives, there has been no standardised Bluetooth transmission protocol for hearing-aids. In our highly communicative and digitally networked society, this is often a disadvantage for people who rely on hearing-aids.

With Bluetooth® Low Energy Audio and Auracast™ Broadcast Audio, a uniform standard has now being introduced for all manufacturers – uniform for hearing system manufacturers as well as for manufacturers of consumer electronics devices such as smartphones, TVs, laptops, etc.

But what exactly is this new standard? What application scenarios does it offer and what opportunities are there for hearing aid acousticians and hearing aid users? Will Bluetooth LE Audio and Auracast replace existing solutions such as T-coils and FM systems?

In his presentation, Hans-Christian Drechsler will give a comprehensive overview of the new Bluetooth standard and provide insights into the development, future application possibilities as well as the implementation of this technology.