

Charles Sabin

Auracast, the next generation of assistive listening from Bluetooth

Hearing loops and telecoil have long been the standard for assistive listening in public spaces and venues. Bluetooth technology introduced Auracast, a new standard for broadcast audio, which will enhance how people with hearing devices engage with others and the world around them. This new standard will enable audio direct to hearing instruments, from public address systems, public televisions, and assistive audio in public spaces. In this session, Charles Sabin, Senior Director of Market Development at the Bluetooth Special Interest Group, will discuss the latest developments and roadmap for Auracast in public spaces and devices.

Participants will learn how this new Bluetooth standard will increase the development of new devices that will propel new opportunities for hearing accessibility to people with all levels of hearing health.

Supporting products are coming to the market now. Discover how this new Bluetooth standard works to enable new choices for assistive listening in public spaces.