

You'll want to keep your EARS open for this!

Bluetooth® wireless technologies are being upgraded and will be life-changing, not just for hearing aid wearers, but for anyone wanting to hear easier in theatres, pubs, airports, movies, and more.

Bluetooth® Low Energy audio is the next generation of Bluetooth® audio which is faster, offers better sound quality, and uses less battery power compared to previous generations.

Auracast™ broadcast audio is a groundbreaking feature of Bluetooth® Low Energy Audio that allows a single device (e.g. a Smartphone or transmitter) to broadcast audio to an unlimited number of compatible nearby devices: headphones, earbuds, and, yes, certain hearing aids.

How does it work? An Auracast™ transmitter broadcasts information to one or many compatible Bluetooth enabled devices.



A listener can select from a list on their Smartphone which broadcast to receive and start listening immediately. Gate 4 announcements at the airport. A muted TV at the pub. Spanish translations of display descriptions at a museum. Your son's video of your grandchild singing in a school play. *Versatile and amazing!*

Visit the dedicated website and watch the educational video to learn more.

Website: www.bluetooth.com/auracast/
Video: player.vimeo.com/video/764020652

Whether you have hearing loss or not, ask your hearing care professional how you can take advantage of this emerging technology!

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