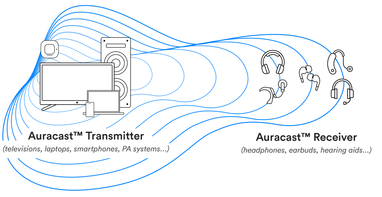
AURACAST

The Perfect Fit for an

Auracast™ Retrofit

What is Auracast™ Broadcast Audio

Auracast™ broadcast audio is a Bluetooth capability that allows an audio transmitter to broadcast to an unlimited number of receivers.



Auracast™ Transmitter
(televisions, laptops, smartphones, PA systems...)

Auracast™ Receiver
(headphones, earbuds, hearing aids...)

New Audio Experiences

Auracast™ broadcast audio will enable exciting new audio experiences that will enhance the way we engage with each other and the world around us.

Share Our Audio

Smartphones, tablets, and laptops with Auracast™ broadcast audio will allow us to invite family and friends to use their own earbuds or hearing device to join in and listen to our personal audio experience when watching a movie or playing music.

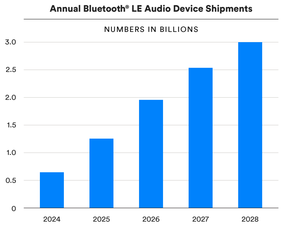
Unmute Our World

Auracast™ broadcast audio in TV's in public locations like gymnasiums, restaurants, transit centers, and more will enable us to unmute what was once silent and offer a more complete watching experience for visitors.

Hear Our Best

Auracast™ enabled public address or sound systems will allow venues like auditoriums, theaters, conference centers, and transit centers to enable visitors to hear our best at their location.

Auracast™ Devices are On the Way



9.4 BILLION
Bluetooth® LE Audio devices will ship by 2028

Data Source: ABI Research, 2024

A Complete Suite of Auracast Retrofit Solutions

Auracast™ enabled transmitters and receivers are on their way. In the meantime, we all will be able to experience Auracast™ broadcast audio sooner than later thanks to a complete suite of Auracast™ retrofit transmitter solutions.

Dongles
(smartphones, tablets, laptops)

Auracast™ dongles are plug-and-play solutions that turn existing smartphones, tablets, and laptops into Auracast™ transmitters for effortless audio sharing

Streamers
(TVs, screens)

Auracast™ streamers plug in to legacy TVs and other screens to broadcast audio directly to listeners with Auracast™ enabled earbuds, hearing instruments, or other receiver devices

Adapters
(public address systems, sound systems)

Auracast™ adapters connect to existing sound systems or PA systems to transform the venue into an Auracast™ location without the need for an infrastructure upgrade

Top Auracast™ Retrofit Opportunities

Here are some of the largest volume opportunities with the lowest barrier to implementation for locations and devices to take advantage of these retrofit solutions today.

Public Assembly

OVER 8 MILLION GLOBALLY

Classrooms, lecture halls, places of worship, libraries, community centers, transportation hubs, and convention centers already equipped with public address or sound systems can add Auracast™ adapters to allow visitors to listen to audio from the venue using their own Auracast™ listening devices.

Personal Audio Sharing

1.7 BILLION BLUETOOTH CONSUMER PLATFORM DEVICES WILL SHIP IN 2024

Auracast™ dongles can be plugged in to smartphones, tablets, laptops, and pc's to enable enhanced personal audio sharing using existing hardware.

Office Buildings

10 MILLION GLOBALLY

Auracast™ streamers can connect to existing conference room sound systems to transmit the meeting audio to attendees with hearing aids, earbuds, or headset devices.

Public TVs

5.3 BILLION DEPLOYMENTS BY 2028

HDMI, USB, and auxiliary streamers and adapters provide a simple and affordable option to unmute the millions of silent TVs already in public locations, allowing visitors with Auracast™ receivers to listen to the TV of their choice without filling a venue with unwanted ambient audio for others.

60 MILLION
public venues worldwide can benefit from deploying Auracast™ broadcast audio

Data Source: ABI Research

Auracast™ Broadcast Audio Retrofit Solutions and Opportunities

Download the full report

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