AURACAST.
A BLUETOOTH® TECHNOLOGY

ADVOCATE CHECKLIST:
Auracast™ broadcast audio in public locations

1. Understand Auracast™ broadcast audio

Get familiar with what Auracast™ broadcast audio is and its key benefits (e.g., wireless audio streaming, improved accessibility).

Learn the core features of Auracast™ broadcast audio, including its compatibility with existing Bluetooth® devices.

2. Identify key stakeholders and understand venue dynamics

Identify the venue's technology decision-makers (e.g., audio technicians, technical staff, board members).

Determine whether the venue has any existing assistive listening systems and understand the current setup.

Assess the space's physical layout (e.g., fixed or movable walls/seating, indoor vs. outdoor environment).

Understand the needs of the audience, especially accessibility and support for those with hearing impairments.

3. Prepare the pitch

Use the Auracast™ overview presentation provided by the Bluetooth SIG.

Highlight how Auracast™ broadcast audio enhances the experience, particularly for individuals with hearing aids or those using assistive listening devices.

Emphasize the ease of execution and minimal disruption to existing audio systems/assistive listening systems.

Explain how Auracast™ broadcast audio can complement or enhance existing assistive listening systems without the removal or replacement of current equipment.

Share success stories from similar venues (refer to Auracast™ location profiles).

Mention that Auracast™ enabled products are already available (see the Auracast™ product page).

Recommend they consult their AV equipment supplier or contact public Auracast™ transmitter vendors directly (e.g., Listen Technologies, Ampetronic, Bettear, etc.).

4. Address concerns

Be prepared to answer common questions:

• How does Auracast™ broadcast audio integrate with existing audio systems?

• How does it work with current assistive listening systems?

• Why is it beneficial to use Auracast™ broadcast audio alongside an existing assistive listening system?

• What equipment is needed to implement Auracast™ broadcast audio?

• How does it support individuals with hearing aids?

• How does it support those without hearing aids who want to use the system?

Emphasize that Auracast™ broadcast audio is scalable and adaptable to a wide range of venue sizes and configurations.

5. Follow-up

Schedule a follow-up meeting to address any remaining questions and outline the next steps.

Recommend they consult their AV equipment supplier, a local audio technician, or an accessibility expert to explore Auracast™ options.

Alternatively, suggest contacting a public Auracast™ solution provider (e.g., Listen Technologies, Ampetronic, Bettear, etc.) for deployment guidance.

6. Encourage feedback

Collect feedback from key stakeholders and audience members to better understand needs and expectations.

Use this feedback to refine your advocacy approach and future outreach efforts.