

CONVERSATION GUIDE

Advocating for Auracast™ in live theatres

The problem:

Theatre acoustics can make it hard for people, especially those with hearing loss or sensory sensitivities, to follow dialogue or fully enjoy music. As audiences grow more diverse and expectations around accessibility continue to rise, there is a pressing need for more inclusive audio solutions.

The solution:

Direct-to-ear audio streams sound wirelessly to a hearing aid or earbud. Whether used alone or with traditional assistive listening systems, this approach delivers clearer, more immersive sound, ensuring every patron, regardless of hearing ability, can fully enjoy the performance from any seat.

Benefits to the audience members:

More inclusive audio for everyone:

[Auracast™](#) offers high-quality audio to all guests, not just those with hearing aids. It supports modern Bluetooth enabled devices, allowing users to connect easily with their own Auracast™-compatible earbuds.

Freedom to move, freedom to hear:

With Auracast™, users are no longer tethered to a fixed range or prone to the static issues of FM systems. Whether sitting in the balcony or walking through the lobby, patrons enjoy seamless, uninterrupted audio.

Enhanced clarity and connection:

Early feedback from theatre goers has been overwhelmingly positive. Unlike many other systems, Auracast™ delivers stereo broadcast audio with superior sound quality, offering a rich, immersive experience that makes every line, lyric, and cue clear.

Benefits to the theatre:

Seamless upgrade path:

Auracast™ integrates easily with existing infrastructure and complements legacy T-Coil systems. Off-the-shelf transmitters can be self-installed for initial trials, helping theatres gather feedback before scaling up.

Modern accessibility, elevated experience:

Theatres that adopt Auracast™ demonstrate leadership in accessibility and inclusion, offering best-in-class solutions for both long-time hearing aid users and tech-savvy guests alike.

Ready for the future of audio:

By registering as an Auracast™ location and offering next-gen assistive listening, theatres position themselves at the forefront of audience experience, enhancing accessibility while supporting modern Bluetooth listening habits.

Next steps:

If theatre stakeholders express interest in deploying Auracast™, encourage them to begin exploring how it can compliment or upgrade their current assistive listening systems. They can start by testing an off-the-shelf solution or consulting an accessibility expert. For more information, they can visit the [Auracast™ product page](#) to learn how to get started and connect with providers who can help design the best audio experience for a tailored audience.

