AURACAST™

A BLUETOOTH® TECHNOLOGY

BROADCAST AUDIO

A PRACTICAL GUIDE FOR THEATRES AND PERFORMING ARTS VENUES

UNDERSTANDING AURACAST™ AND ITS RELEVANCE TO PERFORMING ARTS

What is Auracast™?

Auracast™ is a new Bluetooth® technology that allows audio to be broadcast wirelessly to an unlimited number of nearby compatible devices—headphones, earbuds, hearing aids, or dedicated receivers—via Bluetooth LE Audio.

Why Auracast Matters to Theatres

Theatres face increasing demands for accessibility and inclusivity. Auracast enables venues to deliver high-quality audio directly to patrons' personal devices or assistive receivers, providing enhanced clarity, engagement, and equity for:

• Hearing-impaired patrons
• Multilingual audiences
• Visitors preferring audio descriptions
• Audiences in acoustically challenging environments

Compatibility and Integration

Auracast is backward-compatible with LE Audio devices and can be layered over existing AV systems. It integrates through Auracast transmitters installed on-site, working with source audio (microphones, mixing consoles) and connecting to end-user devices with Auracast support.

KEY BENEFITS FOR THEATRES AND VENUES

1. ACCESSIBILITY AND INCLUSION

- Complies with hearing assistance mandates (e.g., Disability Discrimination Act in AU).
- Reduces the need for proprietary assistive listening devices.
- Allows use of personal hearing aids and headphones, improving dignity and comfort.

2. OPERATIONAL SIMPLICITY

- Reduces the maintenance of hardware loan systems.
- Eliminates hygiene concerns related to shared equipment.
- Staff require less time for distribution, cleaning, and support.

3. ENHANCED VISITOR EXPERIENCE

- Clear, latency-reduced audio direct to device.
- Improved speech intelligibility for scripted performances and announcements.
- Enables multiple streams (e.g., performance audio + audio description or multiple language channels).

4. COST-EFFICIENCY OVER TIME

- While there is an initial investment, costs reduce with fewer device handouts and replacements.
- Scalable to audience size without additional receivers.

5. MARKETING AND BRAND VALUE

- Position your venue as a leader in inclusive, tech-forward entertainment.
- Opportunity to partner with sponsors or accessibility advocates to promote innovation.

IMPLEMENTATION CONSIDERATIONS

Infrastructure and Technical Needs

- **Transmitters:** Install in auditoriums, foyers, or key public areas. These should be compatible with your sound system.
- **Network:** Ensure robust, low-latency networking (preferably with dedicated bandwidth for audio).
- **Audio Sources:** Clean feed from mixing desk or digital signal processors (DSPs) like BSS or Crown can be used as source audio.

Device Support and Awareness

- Promote that audience members can use compatible Bluetooth LE Audio devices.
- Offer rental or loaner Auracast receivers for those without compatible devices.
- Provide easy-to-understand signage and support materials.

Staff Training

- Equip front-of-house and tech staff with the know-how to guide patrons.
- Establish troubleshooting protocols.

Compliance and Privacy

- Ensure integration meets hearing accessibility compliance standards.
- Communicate clearly how streams are handled—there's no personal data involved, but transparency builds trust.

Phased Rollout Strategy

1. Pilot in a single performance space or balcony section.
2. Collect Feedback from users and staff.
3. Expand Gradually to the whole venue with multiple channels as needed.

BEST PRACTICES AND FUTUREPROOFING

Best Practices for Adoption

- **Test Rigorously:** Evaluate signal strength, audio latency, and range in your venue layout.
- **User Experience First:** Ensure signage, app usage, and customer service are smooth.
- **Promote Widely:** Use website, ticketing emails, and foyer displays to educate audiences.
- **Engage Communities:** Work with disability advocacy groups and local councils to refine offerings.

Use Cases and Creative Ideas

- Provide multilingual audio on demand.
- Stream audio to overflow or lobby areas.
- Use Auracast for pre-show content, education, or historical commentary.

Partnering Opportunities

- Collaborate with tech suppliers such as MadisonAV and Bettear for integration and training.
- Explore funding or grants tied to accessibility innovation.
- Bundle with room booking and control systems such as AMX or Humly for multifunctional spaces.

FUTURE OUTLOOK

As more consumer devices support Auracast, demand will increase. Early adoption will give your venue a competitive and reputational edge. Consider it part of a broader digital transformation strategy, complementing signage, room scheduling, and unified communications technologies.

Contact Us.

If you'd like to arrange a personalised Bettear Auracast product demonstration or request more information, please contact **connect@madisonav.com.au** or our Sales Support team on **1800 00 77 80**