



# Bluetooth LE Audio

The next generation of connectivity has arrived.

## How it helps

Bluetooth® Low Energy (LE) Audio supports audio streaming more efficiently than its Bluetooth predecessors, with fewer drop-out rates and better performance. LE Audio also supports binaural connections with multiple LE Audio-enabled devices and Auracast™ broadcast streaming.

## How it works

LE Audio is a new standard developed by the Bluetooth Special Interest Group (SIG) of which Starkey is a member. Previous efforts around transmitting audio over the Bluetooth band (e.g., Apple® LEA2 or Android Streaming for Hearing Aid [ASHA]) were proprietary, which meant that the way audio is transmitted may not be the same across different devices, thus affecting the compatibility. This new audio standard streamlines the way audio is transmitted over existing Bluetooth Low Energy protocols, resulting in audio quality improvements without compromising battery life.

### Smartphones

One major advancement of the Bluetooth Hearing Aid SIG was the agreement on a standard protocol for streaming to hearing aids. LE Audio makes two-way streaming and the ability to answer and reject calls using the user controls on the hearing aid a reality across LE Audio-compatible smartphones, be it Android or iOS operating system.

### Auracast

Hearing in public places or with a listening partner is now leaps and bounds easier thanks to Auracast broadcast streaming. Auracast streaming functions with three system pieces: Auracast Transmitter, Auracast Assistant, and Auracast Receiver. When a user wants to join an Auracast broadcast (e.g., television or computer) they must first access their Auracast Assistant (typically their smartphone) and select the broadcast they wish to listen to, similar to how a Wi-Fi network is selected. Once chosen, the broadcast will stream to the Auracast Receiver, i.e., their hearing aids. **(Continued on next page)**

## Where to find it

| Starkey Edge AI |    |    |
|-----------------|----|----|
| 24              | 20 | 16 |
| ●               | ●  | ●  |

### Auracast Figure Mark

You may see this Auracast symbol to identify when Auracast streaming is available.

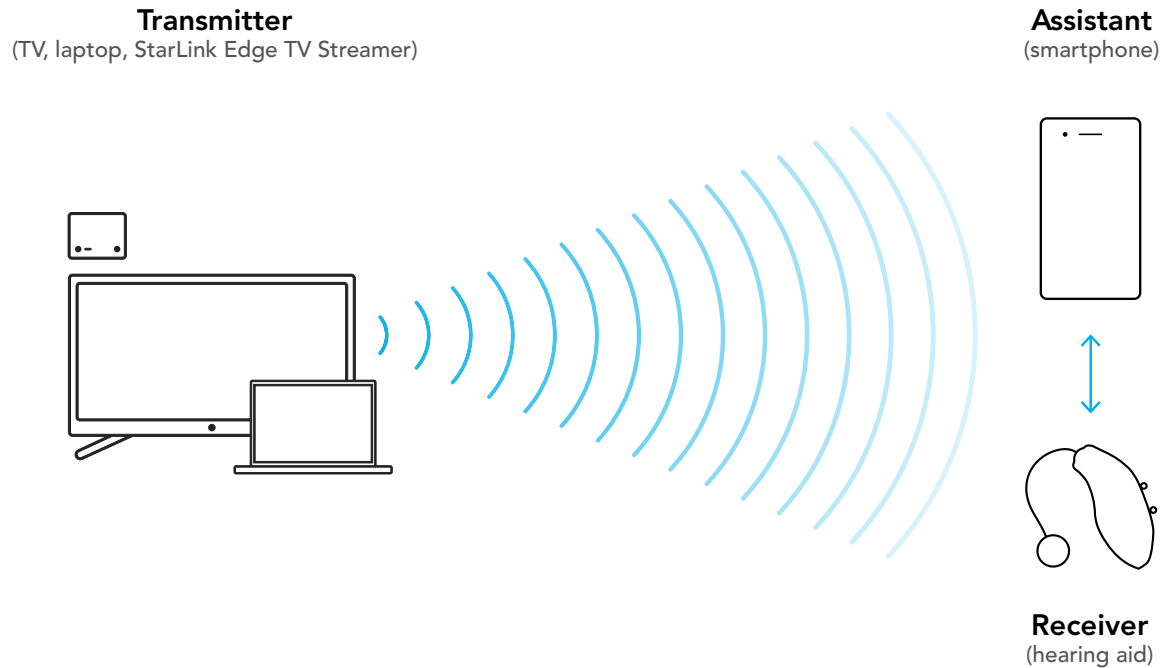


## Tell your patients

“Edge AI connects seamlessly with the world around you — now compatible with Bluetooth LE Audio and Auracast.”

## Auracast (Continued)

An Auracast stream might be at the airport, a convention center, or televisions at a health club or restaurant. A patient can even turn their Bluetooth LE Audio-compatible smartphone into an Auracast streamer to share audio with others. Starkey's newest streaming accessory, StarLink Edge TV Streamer, is capable of Auracast broadcast streaming as well, which means an unlimited number of LE Audio-enabled hearing aids can connect to the same stream.



The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The Auracast™ word mark and logos are trademarks owned by the Bluetooth SIG. Any use of such marks by Starkey is under license. Other trademarks and trade names are those of their respective owners.

Starkey logo, Starkey, StarLink and Starkey Edge are trademarks of Starkey Laboratories, Inc. ©2024 Starkey Laboratories, Inc. All Rights Reserved. 9/24 FLYR4245-00-EN-ST

Read more on the latest research on Starkey's products here:

<https://www.starkeypro.com/continue-learning/research-and-publications>