



# WIRED FOR SOUND

The newsletter of the Hearing Loss Association of America, Albuquerque Chapter



News Release:

Auracast™

Given More Demos and Tests

Stephen O. Frazier



***“The rollout of this exciting new technology has already begun, and the next two years are critical for ensuring it’s implemented effectively.” RNID***

Electronics giant Samsung has established itself as the leader in its field where it involves Auracast™, a newer technology from the Bluetooth® Special Interest Group (SIG). The technology is available in Samsung’s smartphones, their earbuds, and even their TV sets. They showcased Auracast’s capabilities while celebrating Global Accessibility Awareness Day (GAAD) through an Auracast demonstration at St. Paul’s Cathedral in London on May 16<sup>th</sup>. Partnering with them was GN Group, the leading provider of Auracast-enabled hearing aids via their ReSound and Beltone divisions. Participants in the demonstration were fitted with Samsung Galaxy 3 Buds Pro earbuds or Auracast-enabled ReSound hearing aids. The actual Auracast was produced by the new Auri system jointly developed by the Listen Technology/Ampetronic divisions of AV Technology.

Unlike what’s now termed “classic” Bluetooth, a one-to-one limited technology, Auracast employs the SIG’s LE (low energy) Audio, and allows it to stream sound to an unlimited number of receivers.

[Sound Guys](#),<sup>1</sup> an online audio experts magazine, says, “Auracast establishes a low-latency direct audio connection between transmitters and receivers—like TVs and earbuds, respectively—with virtually no lag (in the tens of milliseconds).” They also report that the technology provides better audio clarity. Of the St. Paul’s demonstration, [HawkDive](#),<sup>2</sup> another tech-focused website, reported that “Participants hailed the experience as transformative, with one attendee expressing that the technology allowed them to fully engage in a tour—a feat that would have been otherwise unattainable due to hearing difficulties.”

## Other Tests or Demonstrations

The St. Paul’s demonstration follows on the heels of several others, beginning with a previously under-publicized test of Auracast conducted back in September of 2024 at the [Nye Theatre](#)<sup>3</sup> in Oslo, Norway. Again, GN Group and Auri transmitters from ListenTech/Ampetronic provided the devices used for the demonstration. The theatre staff was encouraged by the demo and reported, “Through this project, we demonstrate how technological

*Continued on page 3*

<sup>1</sup> <https://www.soundguys.com/bluetooth-auracast-108832/>

<sup>2</sup> [https://www.hawkdive.com/auracast-enhances-cathedral-sound-for-accessibility-awareness-day/#google\\_vignette](https://www.hawkdive.com/auracast-enhances-cathedral-sound-for-accessibility-awareness-day/#google_vignette)

<sup>3</sup> <https://www.senseaid.no/blogs/news/verdens-forste-livetest-med-auracast-pa-oslo-nye-teater>

## WIRED FOR SOUND

is published by the  
HEARING LOSS ASSOCIATION OF AMERICA  
ALBUQUERQUE CHAPTER  
Providing support and advocacy for  
people with hearing loss

P. O. Box 36792,  
Albuquerque, NM 87176

[HLAAbq@gmail.com](mailto:HLAAbq@gmail.com)

Home page: [hearinglossabq.org](http://hearinglossabq.org)

[Hearing Loss Association of America  
- Albuquerque chapter](http://Hearing Loss Association of America - Albuquerque chapter)



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Hearing Loss Association of America  
[www.hearingloss.org](http://www.hearingloss.org)  
6116 Executive Blvd., Suite 320  
Rockville, MD 20852  
phone: (301)657-2248

## 21 Jun Meeting Cancelled

### NO Meeting in June

Unfortunately, we were unable to secure a speaker for June.

We plan to resume meeting in September, after our usual summer break.

Over the summer break, the board will be brainstorming topic ideas. Member feedback will be very valuable. If we reach out to you with a specific questionnaire, please take the time to respond.

If you have any suggestions, please reach out to any of the board members listed on the left.

We still have fond hopes of resuming hybrid meetings (in-person in addition to Zoom), perhaps only on occasion, but we need help in setup, handling the meeting and tear-down. We also want some new blood. You already know our dedication to providing the best information, advocacy, education and support for people with hearing loss. You can ease your way into volunteering and learn how this works. Just email one of the board members (listed on the left). You may also use the chapter email: [HLAAbq@gmail.com](mailto:HLAAbq@gmail.com).

innovation can break down barriers and make cultural events more accessible to everyone. This is an important step towards a more inclusive future.” Another under-reported demonstration occurred at London’s [Bridge Theatre](#).<sup>4</sup> Deaf journalist Liam O'Dell was told by a spokesperson for the theater that, “We can confirm The Bridge are exploring implementing Auracast technology, having recently completed a trial...” O'Dell went on to report many West End theaters have told him they are looking into the technology.

The previously reported Auracast demonstrations at the [Contact Theater](#)<sup>5</sup> in Manchester, UK, Alice [Tully Hall](#)<sup>6</sup> in New York’s Lincoln Center, and the actual installation of complete Auracast systems in several performance spaces in the famous [Sydney Opera](#)<sup>7</sup> in Australia, indicate that, for people with hearing loss, a new day is dawning. The simplicity and lower cost of Auracast systems makes their installation feasible not just in cathedrals like St. Paul’s but in small, neighborhood places of worship with limited financial resources, as was reported in an earlier [Loop New Mexico news release](#).<sup>8</sup>

A [LoopNM list](#)<sup>9</sup> of advertised Auracast-enabled or “ready” devices shows there’s growing availability of Auracast-capable hearing aids and earbuds. This is expected to result in the pairing of Auracast systems with existing FM, IR and Hearing Loop assistive listening systems (ALS). It will allow people with a measurable hearing loss, but no hearing aids, to access an ALS with a pair of relatively inexpensive earbuds, possibly doubling the number

of users for the system. The UK’s Royal National Institute for the Deaf says, “The rollout of this exciting new technology has already begun, and the next two years are critical for ensuring it’s implemented effectively.”

### **About Loop New Mexico**

*Loop New Mexico (LNM) is a not-for-profit clearinghouse for information focused on technologies and devices used by people with hearing loss to improve their ability to communicate with others in public venues and in their home environment. LNM was originally founded by the Albuquerque, NM chapter of the Hearing Loss Association of America (HLAA), and was the first recipient of that organization’s Get in the Hearing Loop award in 2011. It was later spun off as an independent agent to continue the work of advocating for Assistive Listening Systems, informing people with hearing loss about assistive technology, and advocating for legislation to improve communication access for hard of hearing New Mexicans. Stephen Frazier, the Director of Loop NM, was trained as a hearing loss support specialist by HLAA. Steve has presented workshops on a variety of topics relating to hearing loss to local, state and national audiences. He has devoted much of his time over the last twenty years to advocating for people with hearing loss, and as a freelance writer.*

( [www.sofnabq.com](http://www.sofnabq.com) ). Email Steve at [Loop-NM@gmail.com](mailto:Loop-NM@gmail.com)

Yearly dues are \$15 per household.  
They are due in January.

<sup>4</sup> <https://liamodell.com/2025/05/08/auracast-bluetooth-london-theatres-uk-national-theatre-bridge-theatre-accessibility-deaf-rnid-technology/>

<sup>5</sup> <https://contactmcr.com/news/contact-becomes-the-first-theatre-in-england-to-introduce-auracast>

<sup>6</sup> <https://www.linkedin.com/pulse/auracast-audio-better-than-original-nick-hunn-l357f/>

<sup>7</sup> <https://hearingreview.com/hearing-products/accessories/assistive-technologies/sydney-opera-house-now-offering-auracast-for-all-live-performances>

<sup>8</sup> <http://www.loopnm.com/News.html>

<sup>9</sup> <http://www.loopnm.com/Auracast.html>

## Loop People, Loop Places

*Ginevra Ralph*

### ***The Sound of Poker Chips***

A newcomer to telecoils and the concept of assistive listening has been widely and creatively experimenting with a portable loop that he borrowed from our Loop group. He has taken it out to dinner and enjoyed the conversation with his wife and friends. He took it to a meeting that he chairs and was afraid that he was going to have to resign from it because he just couldn't hear everyone. With the loop he was able to



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clearly hear both ends of the long table.

He could also hear the chips being tossed in the weekly poker game, and probably more importantly clearly understood the bets! But most creatively, he was in a situation where he didn't want to set the portable on the table in front of him, so he simply kept it in his lap! His telecoil was just as much in the loop field, while the unobtrusive microphone picked up all the voices! Why didn't I think of that?

## Living With Hearing Loss Workshop at Ghost Ranch

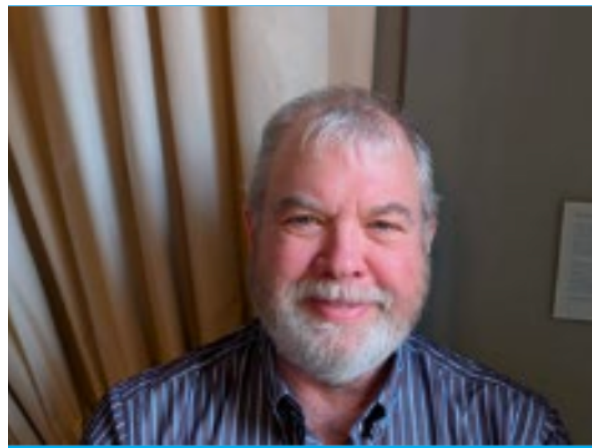
**WHEN:** AUGUST 26-29, 2025

**TIME:** mornings, 8:30 to 12:00

**WHERE:** Ghost Ranch is located 65 miles NW of Santa Fe (40 miles beyond Española) on U.S. 84 between mile markers 224 and 225

**DETAILS:** <https://www.GhostRanch.org/program/g25080302/>

**ACCOMMODATIONS:** [Info@GhostRanch.org](mailto:Info@GhostRanch.org)  
877-804-4678



**HOST:** *Dean Olson*

## Jokes?

I just read that April is procrastination awareness month.

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## Thanks to those listed below for their generous donations.

### Platinum \$400+

Albuquerque Hearing  
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**Twohig:**  
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### In memory of

**Rosanin Cohen:**  
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### Gold \$200 - \$399

John Simmons

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Barbara Armstrong

Gloria Inlow

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Michael Lieberman

Yukie Ebara

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Barbara Fix

Rita García

Patricia Gonzalez

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Mary Tyler

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### Friends - up to \$49

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### Special:

Smith's Community  
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NM HLAA chapters are 501(c)3 nonprofits and all donations are tax deductible.

### Support the Hearing Loss Association of America (HLAA). Become a member TODAY!

The Hearing Loss Association of America is a volunteer association of Hard of Hearing people, their relatives and friends. It is a non-profit, non-sectarian educational organization devoted to the welfare and interest of those who cannot hear well. **Membership in the national organization is automatic with any donation (separate from any Chapter dues). A \$45 or more donation to National HLAA provides a subscription to the bimonthly publication Hearing Life.**



### Albuquerque Chapter Membership

☐ New

☐ Renew

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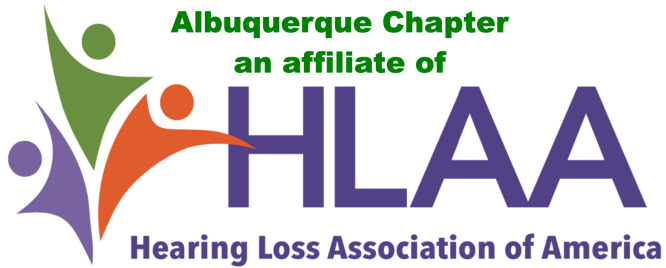
Payment: Membership amount: \$..... Donation: \$..... Total: \$.....

**Dues:** \$15 per household per calendar year (Includes newsletter subscription)

**Online:** <https://www.hearinglossabq.org/electronic-pay>



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P.O.Box 36792, Albuquerque, NM 87176

