

Next-Gen Auracast™ Assistive Listening Technology Comes to Vue Cinemas Through Auri™

Auracast™ based assistive listening solution from Ampetronic | Listen Technologies installed across 200 screens at Vue in the U.K. and Ireland to date.

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/EINPresswire.com/ -- Listen

Technologies, a leading provider of advanced wireless listening solutions for 28 years, and Ampetronic, a global leader in hearing loop systems, announced that Vue, the U.K.'s largest cinema operator, is installing Auri™ in its cinemas throughout the U.K. and Ireland.



Auri™ is the Auracast™ broadcast audio-based assistive listening system that Listen Technologies and Ampetronic co-developed to make venues and public spaces more inclusive.

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From next-generation seating to the latest premium large-format experiences, we're constantly working with the best in the industry to make cinema more accessible, immersive, and enjoyable for all.”

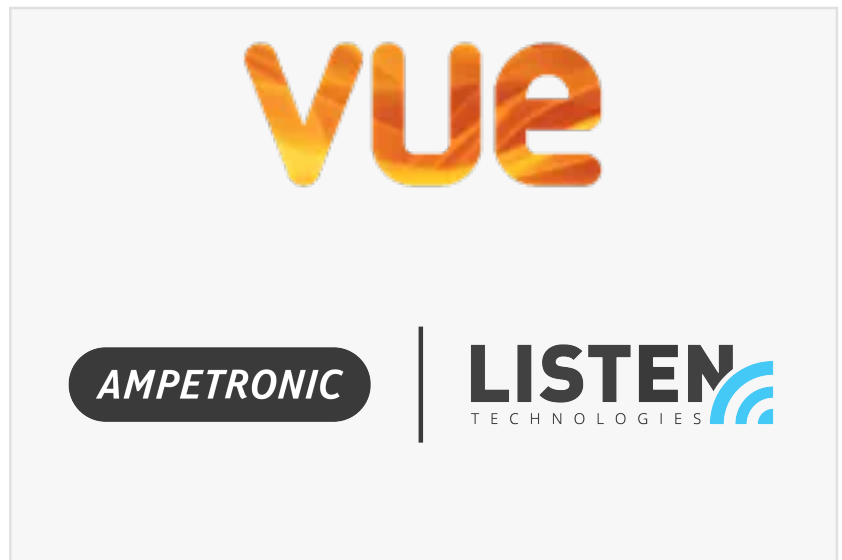
Narinder Shergill

The assistive listening system has been rolled out across 20 [Vue cinemas](#). Together, the venues account for more than 28% of admissions across the circuit - giving more than a quarter of Vue's customer base access to enhanced audio experiences.

The installation is part of Vue's ongoing commitment to delivering the very best big screen entertainment for its customers; combining premium comfort and cutting-edge technology for the ultimate customer experience.

Auri™ makes the magic of cinema accessible to everyone

Vue wanted to install an Auracast™ based assistive listening solution to provide more inclusive and personalized audio experiences for moviegoers in its cinemas. It selected Auri™ because of the system's exceptional audio quality, extremely low latency, reliability, and ease of use.



Auri™ is a BYOD (bring your own device) solution for guests who have hearing loss and anyone who wants to hear clearer, more intelligible venue audio. In cinemas where Auri™ is available, patrons with Auracast™ enabled hearing aids, Cochlear implants, headphones, or earbuds can select a broadcast stream and receive the audio directly in their compatible devices.

Dedicated Auri™ receivers are available if guests do not have Auracast™ enabled devices or prefer to borrow a device. They can access audio broadcasts with the receiver and listen via connected headphones or earbuds.

Auri™ can also deliver audio description to visually impaired patrons. Additionally, it can support individuals with neurodiversity who may prefer a quieter or less distracting cinema experience.

Narinder Shergill, General Manager at Vue U.K. & Ireland, said: "From next-generation seating to the latest premium large-format experiences, we're constantly working with the best in the industry to make cinema more accessible, immersive, and enjoyable for everyone.

"Partnering with Ampetronic | Listen Technologies to install Auri™ is the next step on that journey, helping to remove barriers and deliver crystal-clear audio to every seat. It means audiences can focus on what matters most: deeper connections, bigger emotions and unforgettable moments that stay with them long after the credits roll."

Alongside Auri™, other recent innovations at Vue include Ultra Lux, the cinema's most spacious and comfortable recliner seating; EPIC by Vue, its premium large-format screens powered by HDR by Barco laser projection and immersive Dolby Atmos sound; and Vue Your Way, its U.K.-first retail concept designed to create a faster, more convenient, and personalized cinema visit.

Auri™ is easy to install and manage across large, multi-screen spaces

Auri™ is easy and quick to install. The system does not require retrofitting or costly facility

upgrades and renovation downtime.

Auri™ transmitters broadcast venue audio to an unlimited number of receiving devices within a broad range. The transmitters are available in white or black to blend with the aesthetics of a space and they can be mounted on walls or ceilings to optimize reach.

Auri™ can be installed alongside existing assistive listening systems to complement and extend accessibility. Cinema operators can use Auri™ Manager, a Windows® software, to easily configure and manage Auri™ transmitters and receivers across the Vue network.

Auracast™ broadcast audio is the future standard for public venue accessibility

“This installation of Auri™ in Vue Cinemas marks a major milestone in the adoption of Auracast™ technology within the cinema industry. As one of the first large-scale deployments of Auracast™ in cinemas, it demonstrates how next-generation assistive listening technology can be seamlessly integrated into entertainment venues,” said Craig Davey, national sales manager U.K. & Ireland, Ampetronic | Listen Technologies.

“The rollout highlights Vue’s commitment to improving accessibility and offering a more convenient and personalized listening experience. It also showcases the growing momentum behind Bluetooth LE Audio and Auracast™ as the future standard for public venue accessibility.”

Other venues in the U.K. featuring the Auri™ system include the [University of Oxford](#), Brighton Station, Everyman Theatre, and [Birmingham Hippodrome](#). As adoption of Auracast™ enabled devices such as hearing aids, headphones, and earbuds increases, demand for Auracast™ in venues and public spaces is expected to rise.

By installing Auri™ across its cinemas, Vue is offering future-ready assistive listening that enhances patron experiences and ensures and extends audio accessibility for everyone.

Kim Franklin
Listen Technologies
+1 801-542-7720

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