Detroit Auto Scene®

Cadillac Brings BluRay to Passengers in the Back Seat

DETROIT – The refreshed 2013 Cadillac SRX will offer an entertainment package featuring a Blu-Ray DVD player that extends Cadillac's signature CUE system for connectivity to the rear seats, along with a redesigned kid-tested gaming-style remote control that allows each of the 8" flip-up rear screens to play unique media.

With CUE, users can pair up to 10 Bluetooth-enabled devices at once, including mobile phones, SD cards, USBs, and MP3 players. For the first time, rear-seat passengers can connect to and manage their own music players and playlists. A special connector cable sold separately allows watching movies stored in media players.

The addition of Blu-Ray allows families the same video quality on the road as they're accustomed to at home.

Front-seat passengers will be able to watch videos via the 8" touchscreen CUE display on the center-stack while the vehicle is in park. With audio playing throughout the vehicle's speakers, the SRX becomes a home-theatre on wheels, Cadillac officials say.

A dual-play capability feature allows one user to play a video game on one monitor while another user watches a movie or listens to the radio on the other.

"Having multiple media connectivity options really gives owners flexibility with entertainment, especially families," said Charlene Goike, rear seat entertainment lead engineer. "One can easily pop in their camera's SD cards on the way home from their kids' sports games to let the young ones instantly relive the action."

Blu-Ray player offered on SRX.

The rear-seat entertainment package also gets an all-new cordless remote control, designed for familiarity and ease of use. Shaped like a video game remote control, it mimics the layout of buttons to help young users access their favorite media more easily.

A quick-reference sheet will also be provided so users know what each button on the remote will do.

The SRX gets a pair of updated wireless headphones designed to fit more comfortably than previous versions.

Stan Ovshinsky Dies at 89

A private burial service will be held in Akron, Ohio, for Bloomfield Hills resident and entrepreneur Stanford R. Ovshinsky, who died at his home on Wendesday, Oct. 17, 2012, of complications from prostate cancer,

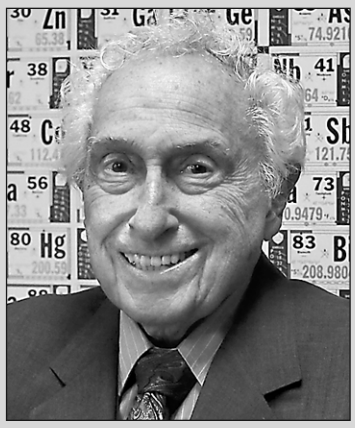
Ovshinsky, 89, was born in Akron, Ohio, on Nov. 24, 1922. Known as an innovator in the automotive industry, Ovshinsky was this year nominated as a finalist for the prestigious European Inventor Award, according to the European Patent Office in Munich, Germany.

The award was the first European prize to distinguish inventors who have made outstanding contributions to innovation, the economy and society.

Ovshinsky's nomination came in the category of "non-European countries," for the invention of the nickel-metal hydride batteries (NiMH), which enabled the hybrid and electric car industries to take off and is considered important to solving the problems of CO_2 and minimizing the use of gasoline.

Ovshinsky was the developer of more than 400 patents and was president and CEO of Ovshinsky Innovation LLC and Ovshinsky Solar LLC, both based in Bloomfield Hills.

Before founding those companies, Ovshinsky started Energy Conversion Devices in Detroit with his late wife Iris in 1960. His work has been used in the development of cell phones and other portable devices that work on rechargeable batteries.



Stanford R. Ovshinsky

Through its wholly owned subsidiary United Solar Ovonic, LLC (also called Uni-Solar) located in Auburn Hills, Energy Conversion Devices was the world's largest producer of flexible solar panels.

On Feb. 14, 2012, Energy Conversion Devices, Inc. and its subsidiaries, United Solar Ovonic LLC and Solar Integrated Technologies, Inc. filed for bankruptcy.

A strong advocate of maintaining the United States' industrial base, Ovshinsky said in an interview earlier this year, that how a country could remain strong economically and provide middle class jobs without a powerful manufacturing base.

In the 1990s, he teamed up with then-General Motors chairman Robert Stempel to use his batteries in the second-generation GM EV1 electric vehicle, which was the car that kicked off the modern EV industry.

Ovshinsky, who was self-educated, was also credited with discovering in the 1960s what became known as the Ovshinsky Effect – the principle that described how glass can be engineered to conduct electricity. He predicted at the time that the effect could be used to produce smaller and cheaper electronic devices, including computers and television sets.

After leaving Energy Conversion Devices, Ovshinsky founded Ovshinsky Innovation and Ovshinsky Solar, which operate out of a retired elementary school building near Square Lake and Squirrel roads in Bloomfield Hills.

Ovshinsky was predeceased by his wife Iris. He is survived by his brother Herbert, his longtime partner at ECD; his wife at the time of his death, Rosa, a former scientist at ECD; seven children; and six grandchildren.

Contributions in his honor may be made to the Michigan chapter of the American Civil Liberties Union and the Ovshinsky Student Scholarship Fund of the American Physical Society.