

Oakland Tech News

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Hob Nobble Gobble Event is Nov. 16, Will Raise Funds for Detroit Parade

Fall in Michigan means gorgeous leaves, cooler temperatures, and, sadly, an end to summer carnivals.

Fall is also when The Parade Company holds its annual fundraiser, the Hob Nobble Gobble, and this year is no exception.

The carnival is indoors, where attendees can support their favorite Detroit Thanksgiving tradition – America's Thanksgiving Parade – and enjoy an evening of fun, food and friends.

This year's Hob Nobble Gobble will be held from 6:30 to 10:30 p.m. on Friday, Nov. 16 – only five days before the parade itself – on the 50-yard line at Ford Field.

The Hob Nobble Gobble will feature:

- Live entertainment by Jay Sean and deejay Jazzy Jeff

- A Frank Sinatra tribute by Mark Randisi

- Local celebrities
- Food and carnival rides
- Games for kids of all ages.

That's right: the carnival rides Detroiters have longed for since summer ended – like the Paratrooper, Giant Swinging Ship, Bumper Cars, Tilt-a-Whirl and Ferris Wheel – will be there.

"We look forward to the annual Hob Nobble Gobble, a magical evening that marks one of our most important fundraising events," said Tony Michaels, president and CEO of The Parade Company.

"We are extremely grateful for the generosity of our sponsors and supporters that continue to make America's Thanksgiving Parade one of the greatest and largest parades in the United States."



Party-goers attending last year's Hob Nobble Gobble.

The Master of Ceremonies for Hob Nobble Gobble will be Paul W. Smith of News/Talk 760 WJR.

The event, sponsored by PVS Chemicals, will also be aired live during primetime, 8-8:30 p.m. on WDIV-TV Local 4.

Tickets for the Hob Nobble Gobble fundraiser are now on sale and prices start at \$200 per person.

For more information, or to purchase tickets, visit www.theparade.org or call 313-923-7400.



Left to right: Pink frame wearers Tracy B., Nicole P., and Karin B.

Delphi Device Communicates Data To Owner and Service Center

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through an exclusive partnering agreement with Aftermarket Telematics Technologies LLC (ATT), and was picked on the basis of how it links consumers to independent aftermarket service providers as well as supporting independent car care and traditional parts distributors.

Chris Slesak, director of telematics for DPSS, said the company's connected car telematics solution is a device that is plugged into a vehicle's OBDII plug connector, which is usually located under the dashboard. These connectors have been placed in all cars built after 1996.

The actual device, Slesak said, is smaller than the average smartphone.

"We've been using similar technology for the past several years," Slesak said. "What's different about this device is where the information collected is sent. It can go to the end user, but it can also go to a designated service center."

So if a warning light goes on in a car with a DPSS device, the driver is notified by email or through an app on his or her phone. But that information can also be sent to the driver's service garage so the driver now has an expert to talk about what to do.

It may be possible to wait before having the vehicle checked, or the mechanic might tell the driver to get the car into a shop right away. The important thing is that the driver now has more knowledge in which to make an informed decision.

The connected car telematics solution is connected to the vehicle through the OBDII device designed by DPSS. It has been successfully road-tested over 50 million miles in thousands of vehicles.

ATT provides the vehicle owner and service operator with a Web interface to view vehicle history and alerts, as well as service information from Delphi.

DPSS is planning on leveraging all the ways people communicate,

so messages may be sent to smartphones, computers and tablets.

DPSS is still in the testing stage, but Slesak said the goal is to start production next year.

The solution will have a monthly cost, Slesak said. Installation is simple.

"It's designed to be installed by an 8-year-old and an 80-year-old," Slesak said. "Just as a cell phone can be updated over the air, so can our system."

"When first installed, some information on who received collected data has to be programmed into the system, but we've tried to make it as simple as possible to do. We've timed technicians and they've been able to do it in two minutes."

Information can be sent only to participating service centers, Slesak said. DPSS is working hard to get the word out and let them know the value of being able to participate in the system network.

"It gives service providers an opportunity to stay connected with their customers," Slesak said. "We think there is great value in that."

There are no plans to sell the system through retailers such as Radio Shack. Slesak said they see it being sold in traditional aftermarket channels such as the local service center.

Pamela Marko, DPSS spokesperson, said in order to win the award, the company had to fill out a lot of paperwork for the AAIA.

The actual judging consisted of three parts. The first part was DPSS' white paper. The second part was a presentation to judges with an emphasis on the realistic working business plan. The final part was a live demonstration of the product in the field.

"We were very surprised and pleased to win the award," Marko said. "The thing to remember is that the competition was global."

"This was the second award that the system won this year. In September, DPSS was the recipient of its first Automechanika Frankfurt Innovation Award at the global exhibition in Germany. We won in the systems category."

Pink Frames Breast Cancer Effort Raises \$1K for the Cause

Auburn Hills Eye Care, a provider of eyeglasses and sunglasses, encouraged the public to "think pink" during the month of October, and was able to raise more than \$1,000 for the Breast Cancer Foundation.

In honor of Breast Cancer Awareness Month, a portion of the proceeds from all "pink" frames sold went to support the Breast Cancer Society.

The Oct. 1-31 event took place at the Auburn Hills Eye Care location in Auburn Hills.

Meanwhile, the Breast Cancer Society offers those living with the disease a variety of different types of support.

The Breast Cancer Society provides education and awareness that helps families understand how cancer develops, how they can spot symptoms early, and

how they can make changes in their lives that will reduce their chances of developing breast cancer.

These educational efforts may reduce the chances of recurrence, preventing those living with the disease from going through the pain and suffering a second time.

Auburn Hills Eye Care is located at 4151 Baldwin Ave.



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