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Solid Signal grows with times

Novi retailer will educate consumers on DTV campaign

By **JOSEPH SZCZESNY**
Of The Oakland Press

Solid Signal Inc., an Internet retailer of electronics and television equipment, continues to expand and is looking forward to more growth as it prepares for the nationwide move from analog to digital television.

Jerry Chapman said Solid Signal needed more warehouse space and room for additional employees than it had in its old office in West Bloomfield Township.

"This new space has enhanced our ability to provide customers with new technologies that meet their needs," added Chapman, noting the company now has more than 20,000 square feet of space in its new headquarters in Novi.

Chapman founded Solid Signal in 2002 after experiencing frustration while searching for a specific electronic device online. The experience led him to become an advocate for the tech-savvy, do-it-yourself consumer who wants to obtain the latest technology quickly and easily.

It is now one of the nation's largest online retailers of state-of-the-art audio and video equipment and serves both consumers and professional media installers.

The company has grown more than 1,000 percent since 2002 and sales increased 40 percent in

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2007. Solid Signal was featured in Inc. 500 Magazine's list of the country's fastest-growing companies in 2006.

In addition, Solid Signal was named one of only a few retailers on the DTV 2009 Web site, which explains how consumers can deal with the upcoming switch over to digital TV in 2009.

"The DTV 2009 mission is in line with Solid Signal's mission to educate consumers about the digital switch and to make sure they only buy what they need," Chapman said.

"We will be taking the opportunity to call our customers to make sure they have all the necessary equipment for the digital conversion in 2009."

The Federal Communications Commission estimates that 33.6 million, or 12 percent, of homes in America still receive television through analog television sets.

As part of a multibillion-dollar effort to prepare the public for the digital switch, Congress created the TV Converter Box Coupon Program to provide consumers coupons that can be applied toward the purchase of certified digital converter boxes for their analog television sets.

The federal government plans to issue 38 million coupons during the DTV 2009 campaign to be used toward the purchase of converter boxes, Chapman said.

"Of the three online retailers listed on the Web site, Solid Signal is the only one with real name recognition," Chapman said. "And we have a premium security system that protects consumers who order through us online."

Contact Joseph Szczesny at (248) 745-4650 or joe.szczesny@oakpress.com.



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