



Lifeline Amplification Systems-

General Information – Lifeline Amplification Systems is a privately owned sound system, acoustics, and lighting company.

Brief History – Lifeline Amplification Systems originally started as Mound City Music in downtown Platteville. They sold guitars and other musical equipment. As the business grew, the need for more specialized amplifications systems was recognized. This need was met with the introduction of Lifeline Amplification Systems in 1990. In 1992, Lifeline became a sole entity. After outgrowing their downtown facilities, Lifeline moved to a new building that they built in the Platteville Industrial Park in 2002. They share this building with our local Shopping News.

Divisions of Lifeline Amplification Systems – Lifeline Amplification Systems is broken into three completely separate divisions.

1. The first division is focused on sound acoustics and lighting for larger venues. They provide consultation, needs assessment, design, installation, training, service and support. Customers vary from concert halls to cathedrals to stadiums. Some examples would be:
 - Grande Opera House in Dubuque
 - Diamond Jo Casino
 - Door County Speedway
 - Mt. Zion Baptist Church in Madison
 - Dubuque Public Schools
2. The second division is focused on sound systems for schools. This is the largest division of Lifeline. There are 6 different sound systems available. The main purpose for this equipment is to be used for hearing assistance for special needs students. A small portion of these units get used in elderly care facilities and nursing homes.
3. The third division markets Soundfield audiometric systems. These packages are one of a kind speaker systems that are used for hearing tests by businesses such as schools and hospitals.



Employees – Lifeline Amplification Systems has 11 in house employees as well as 26 independent sales agents throughout the country selling Lifeline products and services. They also have a very low rate of turnover on their employees.