



An Andalusian startup is designing a handy pedal to revolutionise rock music

LOCATION: Seville

DURATION: 1'30"

SUMMARY: 'La Cosa' is a new product from the Sevillian startup Ad-Lib. Its aim is to solve problems faced by guitarists when on stage. It's connected to the analogue pedal which is what's used for creating sound effects such as echoes, distortions and equalisations... Until now, the guitarist had to step on various pedals, disconnect one, activate another... 'La Cosa' lets you create the desired effects with just one step. Moreover, it can be programmed through a mobile device.

VTR:

It might not look like it, but these young entrepreneurs from a Seville startup are working on revolutionising rock music. They've created what they call 'La Cosa...'

RICARDO MORENO

Ad-Lib Associate

"It's a product we designed to try and solve all the problems guitarists have when they're on stage."

'La Cosa' is a device which is connected to a traditional analogue pedal. This pedal is used to create sound effects.

DARÍO MÁRQUEZ

Ad-Lib CEO

"Sound effects in general, distortions, echoes, equalisations, so basically, everything that can alter the sound made by the guitar, this is done through electric guitar pedals."

The problem is that pedals are always complicated. The pedal needs to be stepped on to eliminate a sound effect, stepping on the one next to it to add another... Like so. All that whilst the guitarist is playing.

DARÍO MÁRQUEZ

Ad-Lib CEO

"You don't have to step on it four or five times to deactivate effects, activate them. You step on it once and then 'La Cosa' makes the change on its own."

The difference between their product and the digital pedals on the market is that what they have created doesn't alter the sound.

RICARDO MORENO

Ad-Lib Associate

"La Cosa is completely transparent to sound. Everything's been designed to make it easier for the guitarist."

DARÍO MÁRQUEZ

Ad-Lib CEO

"'La Cosa' respects the analogue sound, respects the natural sound and takes the good aspects of the digital systems."

And furthermore, it can be easily configured via wifi on a mobile device, like this. These young engineers and fans of music have been developing this product for two years, which will be on the market by the summer of 2016.

For more information or support please email info@andalusianstories.com