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**Watch Jack White’s demo of the PLASMA Coil by Gamechanger Audio - now available in Europe and worldwide.**

**Audio electronics inventors Gamechanger Audio bring their latest release PLASMA Coil which is now finally available worldwide. The PLASMA Coil is the newest addition to the Third Man Hardware guitar effects line-up, together with Mantic Flex and the Bumble Buzz by Union Tube & Transistor. Watch the new video with Jack White personally showcasing the three pedals:**

VIDEO: Jack White plays PLASMA Coil - <https://www.youtube.com/watch?v=uCM__zcakWk>

**PLASMA Coil** is a special version of the PLASMA Pedal designed in close cooperation with Jack White and Third Man Records.  
It takes the PLASMA Pedal’s High Voltage discharge technology to a whole new level by adding multiple Octaver-style circuits, and an additional effects footswitch that can be toggled as latching or momentary.

Instead of the Blend control, the PLASMA Coil features a selector switch that lets you choose between 6 different analogue Boost and Octave Up & Down modes.  
  
The Coil’s octave modes are achieved by circuits specifically designed for driving the Plasma Tube, and they don’t sound like any other octave or fuzz effect you’ve heard before.   
  
The new PLASMA Coil has already been used by Jack White on the Raconteurs’ latest album Help Us Stranger and has become part of the rock icon’s current touring pedalboard.

PLASMA Coil Product Page: [www.gamechangeraudio.com/plasma-coil](http://www.gamechangeraudio.com/plasma-coil)

Raconteurs' engineer Vance Powell – six-time GrammyAward-winning record producer (The White Stripes, Arctic Monkeys, Wolfmother, Seasick Steve) expresses his thoughts on the pedal’s unique sonic characteristics:

*“This is one of the coolest new pedals in years. Breath-taking fuzz and buzz and the squelchy breakup that happens at the end of a note is impossible to recreate with anything else.. just fantastic!”* says Powell.

Introduced at the 2019 Summer NAMM show, the PLASMA Coil was first launched as an exclusive Third Man Records hardware product, and has been re-released by Gamechanger Audio for the European and world market to a lot of positive response:

*“It’s a brutal, crazy and really unique sounding fuzz. I like stuff that’s different, and this is definitely different, it’s definitely cool and I had a great time playing through it. I like anybody that thinks outside of the box and comes up with new ideas for guitar sounds and pedals and Gamechanger guys definitely fit into that category. Also, I’m a big Jack White fan as well so anything he comes up with is always fun and cool.”* - Pete Thorn Link - <https://youtu.be/ZQA7yG1GKpY>

*“ This is maybe the most original pedal that has ever come through the door. After hundreds of pedal videos and seeing the same old stuff, PLASMA Coil pedal breathes new air into the industry.”* - In The Blues YouTube Channel Link - <https://www.youtube.com/watch?v=vH_xNN-EL-I>

*“If you know me, then you know that I am not crazy about crazy pedals... too much fuzz and uncontrollable pedals are not my thing... and then the Plasma Coil shows up... complete craziness but transparent and controllable... that is just messed up!”* - EytschPi42 YouTube Channel

[https://www.youtube.com/watch?v=CYbHq3dbodg](https://www.youtube.com/watch?v=CYbHq3dbodg&fbclid=IwAR0KeiXX2fVCUT8WTH-wTHOm56RkMFXhJxjfJAmAH3B3hXq4Nj42ptqUF2I)

**High Voltage Distortion technology**

At the heart of the Plasma Coil's is GCA's innovative High Voltage Distortion technology that produces distortion by expressing the audio signal as a series of electrical discharges.   
Even though they’ve been printing the words: "High Voltage Rock’n’Roll" on AC/DC t-shirts since 1973, Plasma Distortion is the first (and only) commercial musical device that literally amplifies the audio signal to thousands of Volts (3000-3500 V).

The result is a completely new and unique type of sound that cannot be mistaken for any other distortion - an incredibly sharp and sizzling fuzz tone that almost sounds like a guitar plugged into an electrical tazer gun. Additionally, the spark tube’s characteristics act as a natural noise-gating device that creates strong contrasts between staccato notes, as well as eliminating all unwanted noise, feedback and pickup hum.   
The PLASMA Coil’s electric discharge tube produces beautiful visible bolts of lightning that react to the input signal, thus creating a captivating experience for all players. In essence – you are playing a bolt of electricity.

**About Gamechanger | Audio (**[**www.gamechangeraudio.com**](http://www.gamechangeraudio.com)**)**

Gamechanger | Audio was founded by four friends committed to exploring uncharted music electronics territories to create devices that provide real value while stretching the imagination of both musicians and engineers.

The Latvian company has been praised for innovation in creating its inaugural PLUS Pedal — the world’s first sustain and sostenuto pedal for all melodic instruments, ingeniously based around a proprietary audio algorithm that lets users capture and sample small parts of the connected instrument’s signal in real-time and loop them into a seamless, warm, and responsive sustained tone — and its PLASMA Pedal followup, forming the basis of a revolutionary approach within the realm of overdrive and distortion by transforming the connected instrument’s live signal into a series of continuous high-voltage discharges within a xenon-filled tube.

The latter has since been applied to the PLASMA Rack - a 1U sized high-end audio effects unit designed for professional and studio use and PLASMA Drive module for the ever-popular Eurorack small-format modular system, created in close collaboration with fellow Latvian company Erica Synths. Saying that, there are many more game-changing (and head-scratching) ideas in the making — not least the revolutionary electro-mechanical MOTOR Synth, successfully realising a new method of analogue audio signal synthesis.



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