

## YOU THOUGHT CLOWNS WERE SCARY?

Welcome to the dark world of ubiquitous data.

### IT CAME FROM INSIDE THE HOUSE

Gartner estimates the number of IoT devices in 2017 is about 8.4 billion. And they predict that figure will grow to over 20 billion by 2020.



### SMARTY PANTS

Smart fabrics can monitor your heart rate, improve your yoga poses, and tell you when you've had enough sun. When your pants notice you've gained some weight and start telling you it's time to "make better life choices," it's time to run.

### THE INTERNET KNOWS WHERE YOUR CAT LIVES

Remember that the next time she curls up on your bed. #catsofinstagram #kittens #ilovemycat #meow #furry #geospatial #tagging #embedded #data #metadata #thereforalltosee #yourcutecatwillgetyoukilled



### MICROCHIPPING: THE LATEST EMPLOYMENT PERK

Employees at a Wisconsin company can purchase snacks, open doors, login to their computers, or use the copy machine—all by virtue of an RFID chip embedded under their skin. No word yet on when they'll be reanimating the Borg hive.

### ROBOTS CAN NOW DO BLOOD DRAWS

Just look away. What could possibly go wrong?



### "I SEE DATA. EVERYWHERE. IT'S ALL AROUND ME."

We know there's a lot of data out there. But it doesn't have to be terrifying. Colibra helps people make sense of their data by providing a data governance platform that puts people first. That monster under the bed looks a lot different when you're all working together to turn the lights back on.

Learn more at [colibra.com](https://colibra.com).

