



## **Backups: What They are, and Why You Can't Afford NOT to Have It.**

When disaster strikes, it does so without warning, without time to plan, or to react.

Regardless of how large or small your business may be, data is an essential aspect of running it. The loss of business data can end up costing you a lot of money. Many businesses rely on online data backup for data protection to ensure that their valuable information is secure from theft, damage or the effects of a disaster.

The growth and sustainability of your business depends on important information that pertains to your operations. Database backup simply refers to the process of copying information from the computer and/or server in order for you to have copies that are recoverable through data recovery when data is lost during an unfortunate event.

Backups help to restore computer devices during the process of disaster recovery and restore data after files have undergone damage or deletion. Database backups are essential for protection against data loss that can completely disrupt business operations. The value of the data that you store in your computers makes it necessary to back it up.

Data can be lost as a result of malware, ransomware, fire, flood, hardware and/or software corruption or malfunction, and simple human error.

Investing in data backup systems gives business owners peace of mind because they don't have to worry about the possibility of losing valuable information during a disaster. They can rest assured that they can easily restore their data in case an adverse situation takes place.

And while you need to backup your business files, you also need to ensure your customers have protection. If your business stores information for customers, you should be able to recover it whenever a loss happens. Businesses that do not backup their database will find it extremely difficult to thrive in a modern business environment.

**Make it a priority to purchase backups...Your business depends on it.**

**Think about it...**



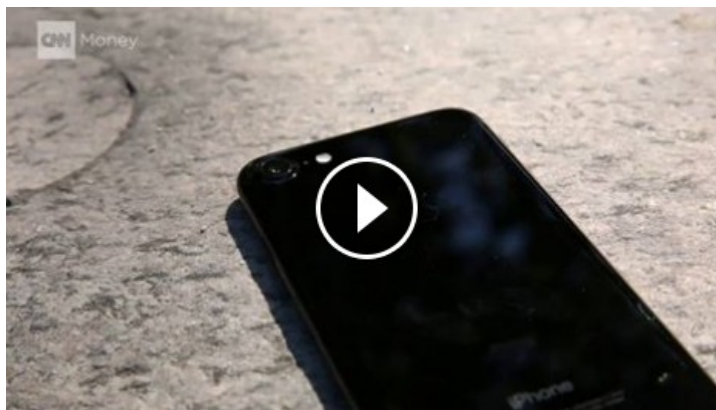
## iPhone 7...How Much Does it Cost REALLY?

The recent release of the iPhone 7 has taken the planet by storm. Some people camping out the night before, just to be the first of their friends to get their hands on the newest release of the iPhone.

The iPhone 7 with 128GB is \$749 in the US, without a contract. In Canada, it's \$1029.

But how much does it cost Apple to actually make the newest iPhone?

CNN had that exact question. They investigated, and posted a video detailing the cost to make the iPhone 7 with 128 GB, piece by piece, for your enjoyment.



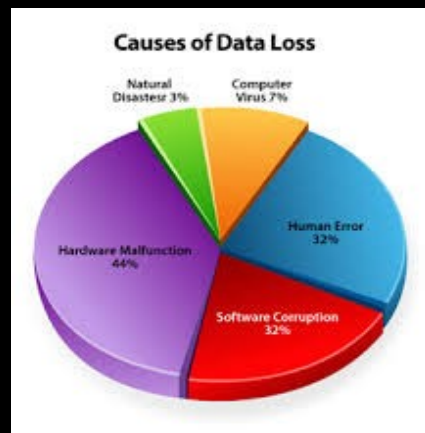
It includes everything from the \$37 for the screen, \$4 for the battery, right down to \$26 for the camera. The total cost to build: \$292 US.

Make the price for the newest cellphone really sting, doesn't it?

## Think You Don't Need BACKUPS?



**Nobody  
PLANS  
To Lose  
Their  
Data!**



**Data Protection, Backups & More.  
Cut Costs & Simplify Management  
Try Us NOW!**

# 1-204-800-3166



### Anti-Earthquake Bed

It's the middle of the night and you're sleeping like a baby. Suddenly, disaster strikes. An earthquake hits. And suddenly, as you awake confused in the pitch blackness that surrounds you, your life is in danger.

But...what if your bed could protect you & your loved ones?

Enter the Anti-Earthquake Bed, the brain-child of Chinese inventor Wang Wenxi, and patented in 2010. In theory, when an earthquake occurs, your bed will instantaneously "swallow" you, and enclose you into an interior steel enclosure to protect you from falling debris.

The bed comes complete with storage areas for food, water and other necessities of life. So if the ceiling falls & you're trapped inside the bed, you can, theoretically, survive until help comes. It can even be equipped with a sensor that can send out signal, so that help knows exactly where to look.

However, there are other considerations. Like, what if you sleep with your feet off the end of the bed. What if you're sleeping with someone else. What if you're "sleeping" with someone else. What if there's a fire, gas leak, flood, etc. etc.

In theory, the bed is a great, possibly life-saving idea. Especially in those areas that have frequent earthquakes. However, after watching the video above, I just might take my chance with the earthquake...

### This Canadian City Has Solved Its Homeless Problem

Medicine Hat, a city in southern Alberta, pledged in 2009 to put an end to homelessness. Now, they say they've fulfilled their promise.

Housing is tight in Medicine Hat. Frequent flooding in years past doesn't help either. But no one in the city spends more than 10 days in an emergency shelter or on the streets. If you've got no place to go, they'll simply provide you with housing.

Mayor Ted Clugston stated in an interview, "We're pretty much able to meet that standard today. Even quicker, actually, sometimes."



Clugston admits that in 2009 when the project started, he was an active opponent of the plan. He states now, "However, I've come around to realize that this makes financial sense." It costs roughly \$20,000/year to house someone. However, if that same person is on the street, it can cost up to \$100,000/year.

Clugston states, "Housing First puts everything on its head. It use to be, 'You want a home, get off the drugs or deal with your mental health issues,'" Clugston says. "If you're addicted to drugs, it's going to be pretty hard to get off them, if you're sleeping under a park bench."

The strategy has had huge successes. ER visits are down, as are interactions with police. One surprising effect—court appearance are up. "They end up dealing with their past, atoning for their sins," Clugston states.





### Lockbox for People That Just Can't Stay Off Their Phones

We all know someone that just can't put down their phone. It's surgically attached to their hands.

Yep. I have a daughter like that. She can text someone while her cell is in her pocket in her hoodie, not even looking at the phone, while appearing to keep eye contact with you throughout your whole conversation.

Tim Maarten Ingmar from the Netherlands wants to give us our family time back. Enter "DistractaGone".

DistractaGone is a 166x85x60mm lockbox for cellphones and other electronics, which runs on AA batteries.

Simply place your phones (or other annoying devices) inside the lockbox, set the time for the devices to remain 'untouchable', lock the box, and enjoy the family time.

Ingmar's [Kickstarter Campaign](#) is seeking 28,000€ (Euros), which is equal to \$41,378 CAD or \$31,376 USD.

Donations are still being accepted, with expected delivery in February 2017. You can pledge anywhere between 5€ (Euros) (\$5.60 US, or \$7.39 CAD), which will get you anything from a postcard, to 100 DistractaGones with your company logo on the lockbox done in company colours.

### New Airbags Released ....For Cyclists

We all know we should wear helmets when on our bicycle. However, how many adults do this. Is this due to the fact that the helmet would mess up our hair, sightlines are just not that great, or most of the helmets just look dumb? Helmets are also traditionally ill-fitting and, as a result, fails to protect your noggin as well as it should.

Whatever your reason for not wearing a helmet, [Hövding](#) has come up with a solution. Hövding is an airbag cycle helmet, that claims to provide "the best shock absorption in the world. The airbag also protects more of the cyclist's head compared to traditional helmets".

When not deployed, Hövding is worn as a collar & a cover, which simply looks like a jacket collar (comes in a variety of patterns). It can sense the cyclist's movement patterns and reacts in case of an accident. The airbag then inflates, fixates your neck, and provides complete shock absorption to your head & neck.

The Hövding 2.0 [sells on their website](#) for €299 (Euros) (\$335.09 US, or \$441.94 CAD) and comes in small, med, and large.

