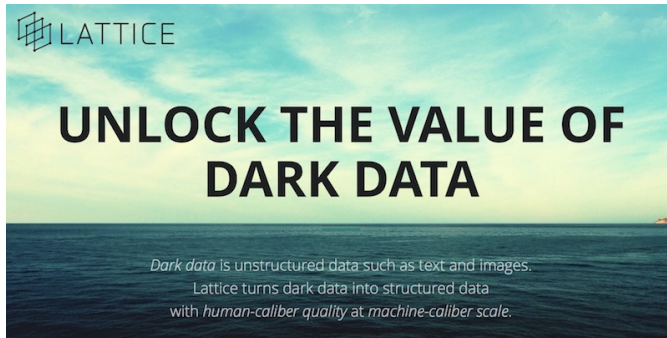


## Apple Buys into "Dark Data"

Written by Marco Attard  
15 May 2017

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TechCrunch reports Apple has acquired Lattice Data, a specialist in "dark" data-- unstructured data, which the company turns into structured (and thus more usable) information.



The iPhone maker confirms the deal with the usual "“Apple buys smaller technology companies from time to time and we generally do not discuss our purpose or plans,” statement. Further details of the deal are not known, but TechCrunch claims the purchase cost at least \$200 million.

But what is dark data? One can describe it as an information jumble, lacking in labels, categorisation or sense of context. It actually makes the vast majority (around 70-80%) of all data currently produced, and promises at least some value if actual organisation is applied.

This is where companies such as Lattice Data come in. The company uses artificial intelligence and machine data to put the data in order, making it usable by other machines. Lattice Data is actually the commercial version of DeepDive, a system created at Stanford to "extract value for dark data."

Of course, Apple gives no word as to how it will make use of Lattice Data-- however, according to TechCrunch the company was in talks to enhance the Samsung and Amazon AI assistants, making the reasoning behind the acquisition, well, not very dark at all.

Go Apple acquires AI Company Lattice Data (TechCrunch)

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