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[Home](#) > [Blogs](#) > [fielldyweb's blog](#) > Building your own cloud using OwnCloud on Ubuntu.

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# Building your own cloud using OwnCloud on Ubuntu.

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Unless you've been under a rock or are the type of Luddite who thinks the pen and paper is modern hi tech, you cannot fail to have heard about the most miss used expression on the Internet, the cloud. It's a buzzword which every ill equipped marketing goon has latched his crayon's onto and will mention in every presentation ever.

Put simply the cloud is the image used when tech people wanted to display the Internet outside their own network, this turned into a location firstly where data could be stored and more recently where 'Big Data' is stored.. Honestly I have no idea who comes up with this stuff.

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[Linux](#)

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[1] <http://www.tuxmachines.org/taxonomy/term/123>

[2] <http://blog.projectz.me/2012/11/05/owncloud-exactly-that/>