PRESS RELEASE
February 7, 2018

Freelancer-made UI: Hawai’i’s Solution to False Alarm Mishap

Thousands of families panicked after being notified of an incoming ballistic missile threat in the morning of January 13, 2018. Fortunately, it was merely as a false alarm. The culprit – bad User Interface (UI).

Australia, February 7, 2018: Freelancer.com, the world’s largest freelancing and crowdsourcing marketplace by number of users and jobs posted, recently held a user interface (UI) design contest to help modernize the system of the Hawaii Emergency Management Agency.

Being a powerful resource in the crowdsourcing industry, Freelancer.com is not bound by location, thus giving employers a plethora of options for whatever needs they require. Out of 320 entries submitted, Sarah D, from East Meadow, New York, won the US$150 grand prize, while Renan M. of Brazil and Lyza V. of the Philippines bagged US$100 and US$75 for coming in 2nd and 3rd, respectively.

Aside from the winning entries, several other designs stood out among the rest. Winning entries and other standout designs are featured in the following pages.

Grand Winner - Sarah D.
First Runner Up - Renan M.
Second Runner Up - Lyza V.
HI-EMA Emergency Alert System

- Drills/Tests
  - DRILL - PACOM (CW), STATE ONLY
  - DRILL - Amber alert
  - DRILL - Text message

- Real Alerts
  - PACOM (CW), STATE ONLY
  - AMBER ALERT - CAE, STATEWIDE
  - AMBER ALERT - CAE, KAUA'I COUNTY ONLY
  - Tsunami Warning (CEM), KAUA'I COUNTY ONLY

- False Alarm
  - ACTIVATE

Confirmation
Are you sure you want to activate DRILL - PACOM (CW), STATE ONLY?
Cancel  Yes
Special Mentions:
Matthew J. (USA)
EMERGENCY COMMAND TEMPLATES

Test & Drills
- TEST Message
- DEMO TEST Amber Alert
- FALSE ALARM Bad
- DRILL PACOM (CEMI) STATE ONLY

WARNINGS
- TSUNAMI WARNING (CEMI) STATE ONLY
- HIGH SURF WARNING NORTH SHORES

ALERTS
- AMBER ALERT (CA) KAUNA COUNTY ONLY
- AMBER ALERT (CA) STATEWIDE
- LANDSLIDE HANA ROAD CLOSURE
- PACOM (CEMI) STATE ONLY

EMERGENCY COMMAND TEMPLATES

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Ruronicyclone (Vietnam)
About Freelancer®
Ten-time Webby award-winning Freelancer.com is the world’s largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 27 million registered users have posted more than 13 million projects and contests to date in over 1,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN

For more information, please contact:

Sebastian Siseles
Director - International
+54 911 32 60 07 30
sebastian@freelancer.com

Helma Kusuma
Communications Manager - Asia
+62 812 104 9853
helma@freelancer.com

Leoncio Duran IV
Communications Associate - Philippines
+63 995 752 9855
leduran@freelancer.com