

PRESS RELEASE

March 20, 2018

Conceptualizing the Future of Apple's Augmented and Virtual Reality Systems

Apple has never fallen short in voicing out its intentions of joining the Augmented and Virtual Reality markets. The company recently [applied for a patent](#) on its headpiece design that gears toward changing the structure and mobility of current VR & AR equipment.

Sydney, March 20, 2018: Freelancer.com, the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, recently held a 3D-design contest in search of possible concepts for Apple's future VR and AR systems.

Several talented designers from across the globe took part in the competition. The winning entry was from Brazilian designer Renan Moreno, a 31-year-old advertising professional who believes that for a design to be successful, it must contain state-of-the-art technology coupled with a company's known branding – a feat his entry displayed.



“My design provides users with unprecedented immersion with its 360-degree display. It boasts an unmatched gaming experience,” said Renan.

Kervin Tuazon of Marikina City, Philippines took home first runner-up honors. The 26-year-old industrial designer patterned his design behind Apple’s ‘genetic code’ of simplicity, clarity and efficiency.

“The form was mainly inspired by Apple’s Magic Mouse – clean curvature and continuous surfaces, subtle features found on Apple products,” said Kervin. “Apple believes that attractive things work better, a principle that makes their company’s products stand out.”



Aside from Renan and Kervin, Kelly Echavarria Toro was also among the competition’s best, finishing second runner-up. “My design uses open-glass technology specifically designed for AR. The full-mask lenses on the headpiece are curved, stylish, and minimalistic,” said the freelance designer from Antioquia, Colombia.



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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