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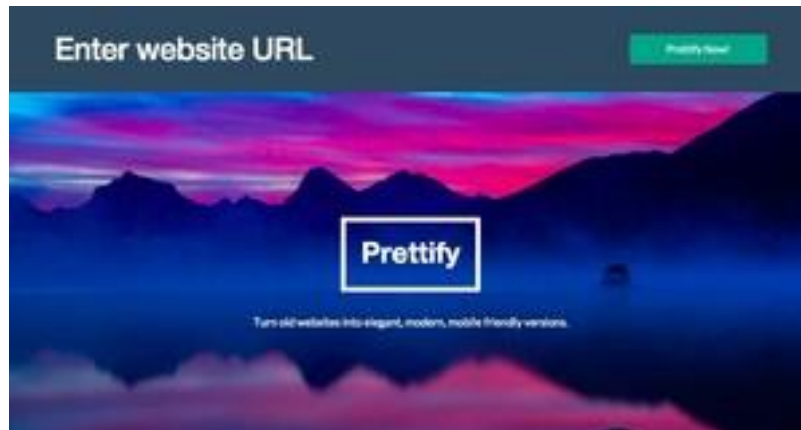
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Headline: Team 'Prettify' to represent Singapore in the finals of Facebook Hackathon 2015

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BY ZAFIRAH SALIM



Social media giant, Facebook, hosted its second ever Facebook Hackathon in Singapore over the weekend of Feb 7 to 8.

The Facebook Singapore Hackathon 2015 was only open to local university students, and Team 'Prettify' - which comprises of Xu Mengxiang, Ravi Chandak, and Lim Zheng Hong - successfully beat 20 other participating teams and won the competition.

'Prettify' is a service for giving old websites an "extreme makeover" by using the best web design practices to turn old websites into modern, visual, and mobile-friendly websites.

During the 24-hour hackathon, the trio developed a software engine to automate this makeover process. They designed a system that is able to understand the website's content, extract key business information, and generate a new website within minutes. Commenting on their application development, the team said that "this solution is scalable to help thousands of old websites get professional design upgrades at affordable prices".

Each of the team members won a tablet; and in addition to that, the win also earned them a chance to defend their title and compete against other winning teams of Facebook's worldwide hackathons at the Hackathon Finals. This will be held at Facebook headquarters in California, USA, in November this year.

This winning idea is apparently the brainchild of member Xu Mengxiang, who is currently pursuing his Masters at Singapore Management University's (SMU) School of Information Systems. Xu has also won last year's edition of Facebook Singapore Hackathon, making this his second consecutive win.

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"After visiting Facebook HQ during the hackathon finals last year and experiencing its 'Hack' culture first hand, I have understood that hackathons is designed to be a birthplace for innovations," said Xu. "At this year's Facebook Singapore Hackathon, I learned that technology is moving at breakneck speed and many people and companies struggle to keep up. As this knowledge gap increases, there is an increasing need to simplify technology adoption."