

Company: HAVELSAN A.Ş., ANKARA, TÜRKİYE

Company Description: HAVELSAN is one of the leading technology companies of Türkiye, established in 1982 as a corporation affiliated with the Turkish Armed Forces Foundation. Thanks to its decades-long experience and highly qualified human resources, HAVELSAN provides high technology-based software-intensive solutions and products for armed forces, public and private sectors.

Nomination Category: Event Categories

Nomination Sub Category: Brand & Experiences - Gamified Experience

Nomination Title: Techno Heroes

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 518 words used.

TEKNOFEST Aviation, Space and Technology Festival is a premier event in Türkiye dedicated to aerospace, technology, and space innovation. It is organized by the Ministry of Industry and Technology and the Türkiye Technology Team Foundation. The festival aims to promote the development of national technologies in Türkiye. Open to the public and free of charge, TEKNOFEST is held twice a year in different provinces across the country—and increasingly, in international locations as well.

Since its inception, TEKNOFEST has collaborated with over 200 universities and welcomed more than 7 million visitors.

As Türkiye's largest technology festival, TEKNOFEST is more than just an exhibition or competition ground; it is an inspirational stage where millions of young people interact with technology for the first time and begin to dream about the future.

HAVELSAN has channeled this spirit into a "gamified hero's journey" through its specially developed project, "Techno Heroes." Designed specifically for TEKNOFEST, this immersive experience aimed to encourage young people to engage with defense technologies, learn through entertainment, and increase their career awareness.

Believing that the most effective way to communicate technology is through hands-on experience, HAVELSAN developed a model that moved away from traditional promotional methods and gave young participants active roles. Thus, visitors didn't remain passive spectators—they became mission-driven "heroes."

The experience area was divided into five different mission modules, covering themes such as command and control, cybersecurity, crisis management, and facility security. Participants entered the space by having their photos taken via facial recognition technology. As they completed missions, they earned points and badges. Each module was based on real-life HAVELSAN solutions and featured scenario-based learning. At the end, participants received a certificate recognizing them as "Techno Heroes."

The space was enriched with augmented reality, digital screens, simulation software, and storytelling techniques. Each station offered an engaging and educational interaction design. Task transitions were optimized based on user experience, and the flow followed game dynamics.

As part of TEKNOFEST 2024's social responsibility mission, children affected by recent earthquakes were specially invited and hosted in the experience area. These children were not just spectators—they explored, interacted with, and learned about technology. Accompanied by dedicated guides and support teams, this experience not only boosted their morale and motivation but also helped reignite their hopes for the future. The "Techno Heroes" project gave these children a chance to engage with defense technologies, participate interactively, and experience a sense of achievement—turning technology into a vehicle of hope. This approach reaffirmed that both TEKNOFEST and HAVELSAN are organizations rooted in not only innovation but also deep social responsibility.

- Over 10,000 visitors toured the experience zone in just 5 days.
- More than 4,000 digital and printed "Techno Hero" certificates were issued.
- The project generated over 100,000 social media interactions.
- According to feedback from teachers and educational institutions, student interest in STEM fields significantly increased.

Participants shared that they "touched advanced technology for the first time," while parents expressed that the project was both informative and reassuring. Some young visitors even stated, "This experience made me decide to become an engineer," illustrating the project's long-term impact.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

As the first gamified project of its scale in Türkiye's defense industry, Techno Heroes stands out by combining digital and physical components, drawing from real systems, and placing the user at the center. Points, badges, and rewards earned throughout the experience continuously boosted user motivation.

"We want to see young people become the engineers, researchers, and technology leaders of the future. Inspiring them is one of our most strategic investments." Shaped by this vision, HAVELSAN's Techno Heroes is a model gamification project that cultivates technological awareness through hands-on experience.



Attachments/Videos/Links:

[Techno Heroes](#)



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