

WAYFINDING, REIMAGINED AS INFRASTRUCTURE

Guiding every visitor. Growing every venue.

Paathner is the Digital Operating System for large venues — the navigation, engagement and monetisation layer behind malls, airports, hospitals, exhibitions and metro networks.

- Shopping Malls
- Exhibitions & Conventions
- Airports
- Hospitals
- Metro Networks

CATEGORY

The Digital Operating System for large venues

Paathner is a five-module Digital Operating System for large venues. It digitises a venue, guides its visitors, keeps them engaged, opens new revenue for the venue owner, and gives that owner the intelligence to run it all — in one connected platform.

The five-module architecture



Digitize — Maps, zones, POIs, stores, facilities and assets, managed through one CMS.



Navigate — QR, kiosk, web and app wayfinding with indoor positioning, AR and accessible routing.



Engage — Offers, notifications, events, loyalty and campaigns that reach visitors in the moment.



Monetize — Ads, sponsored listings, merchant marketing, F&B commerce and venue revenue share.



Orchestrate — Analytics, AI, dashboards, ROI reporting and identity across the whole venue.

Built for every large venue



Malls



Exhibitions & Conventions



Airports



Hospitals



Metro Networks



Any Large venue

Positioning accuracy under 3 metres indoors — sensor fusion across Wi-Fi, BLE and magnetic field, with minimal added hardware and no beacon-heavy install.

THE VISITOR EXPERIENCE

Every confused visitor is a lost opportunity

Large venues lose visitors to the same friction, again and again — before Paathner steps in to remove it.

The problem

- ⊗ Confusing signage and static, outdated directories
- ⊗ No real-time information on stores, offers or events
- ⊗ Long queues, with no way to plan ahead
- ⊗ Patchy mobile network deep inside large venues
- ⊗ Time lost hunting for staff just to ask for directions

The Paathner fix

- ✓ Turn-by-turn indoor navigation across kiosk, web and app
- ✓ Live store, offer and event information, updated in real time
- ✓ F&B pre-ordering and event details visitors can check ahead
- ✓ A light, app-free QR / web experience built for weak signal
- ✓ Self-serve wayfinding that needs no staff to ask along the way

Who this changes things for (User Persona)



Amit Sharma

IT professional · first-time visitor

“I just want to find the store I came for — without wandering around for hours.”



Priya Sharma

Marketing executive · weekend regular

“A trip to the mall is my mini-getaway — shopping, food and fun, all under one roof.”

FOR VENUE OWNERS & ORGANISERS

Turn everyday footfall into a new revenue line

Paathner layers sponsored listings, merchant campaigns, F&B commerce and sponsor analytics onto the same navigation experience your visitors already use — turning everyday footfall into a new, ongoing revenue line for the venue, alongside a measurably better visitor experience.

Five ways venues earn



Sponsored listings & search ads — tenants pay to be found first inside the venue's own search & map.



Merchant marketing campaigns — push offers, launches and events straight to visitors already on-site.



F&B pre-ordering & commerce — visitors order ahead on the way; the venue earns a share of every order.



Tenant & sponsor analytics — footfall, dwell-time and ROI reporting tenants and sponsors pay to see.



Data-led personalisation & loyalty — repeat-visit identity that turns one-time footfall into a return audience.

Revenue logic, by vertical

MALLS

Primary recurring revenue engine

Merchant discovery, campaigns, ads, offers, F&B pre-ordering and tenant analytics.

EXHIBITIONS & CONVENTIONS

Event intelligence engine

Booth discovery, sponsor visibility, visitor flow and exhibitor ROI reporting.

AIRPORTS

Strategic enterprise engine

Passenger journey, commercial discovery, white-label and SDK integration.

Let's build your venue's digital layer.

Pune, India · www.paathner.com

