CampusTours Unveils Coordinated Video Tour Guides

Auburn, ME (July 30, 2007) **CampusTours Inc.** (http://www.CampusTours.com) today announced a new virtual tour technology known as Coordinated Video. CampusTours Coordinated Video allows institutions to control the interplay between two independent video windows within the CampusTours MultiMedia Engine presentation management system, allowing clients to create very compelling guided virtual tour presentations.

For an example of CampusTours Coordinated Video, please see the new Paul Smith's College virtual tour, located at http://www.ctpprojects.com/demo/psc2/

Coordinated Video technology allows commentary to be filmed and developed independently of content sequences, greatly reducing the cost of developing presentations, and facilitating the replacement of tour guides and the rapid deployment of new presentations. By separating the tour guide from the content delivery video, clients are better able to replace the guides in the future, and using the CampusTours MultiMedia Engine, can re-synchronize the content video and the new tour guide video.

"Colleges and universities are increasingly seeking to develop content-managed multimedia presentations that offer a variety of experiences to different types of students, alumni or parents" says CampusTours president Chris Carson. "The old one-size-fits-all-virtual-tour is giving way to guided presentations that emphasize the multitude of experiences and pursuits on the college campus, and attempt to more closely match visitors' interests. CampusTours Coordinated Video is another tool that CampusTours clients can use to help craft articulate and compelling appeals to distinct audiences."

About CampusTours Inc.
CampusTours Inc. (www.CampusTours.com & www.CampusToursProductions.com) is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of the higher education community. The Productions division of CampusTours Inc. specializes in developing visually stimulating virtual tours, CD-ROMs, and interactive campus maps that entice students and facilitate direct contacts with university audiences. The CampusTours MultiMedia Engine is currently the leading software application for producing and maintaining cutting edge virtual college tours, interactive campus maps, university timelines, guided presentations, interactive video presentations and alumni/development presentations.

CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's central virtual college tour directory. CampusTours clients benefit from prominent exposure on CampusTours.com, receiving marketing, distribution lead-generation and promotion services for their new tours, CD-ROMs and Web sites.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit www.CampusToursProductions.com, www.CampusTours.com or call 207.753.0136.