CampusTours Debuts InteractiveVideo Virtual Tours

Auburn, ME (October 4, 2007) **CampusTours Inc.** (http://www.CampusTours.com) today debuted a new technology, CampusTours InteractiveVideo, designed to enhance the experience of video-based virtual tours. CampusTours InteractiveVideo allows institutions to add InteractiveTeasers to any point in a video in the content management system, and when viewers reach that point in the video an animated teaser launches to draw the viewer into a deeper topical experience.

For an example of CampusTours InteractiveVideo, see the new Fitchburg State College virtual tour, located at http://virtualtour.fsc.edu/tour.html - the Interactive Videos are found under the Choose a Tour section.

CampusTours InteractiveVideo technology allows institutions to use videos to draw visitors into a web of detailed granular content in an intuitive and entertaining experience. Visitors watching an interactive video experience have the opportunity to ignore the InteractiveTeasers, and have the video playback continue, or to interrupt the video when an InteractiveTeaser offers content that is especially interesting to them. This allows universities to create broad institutional videos that touch on a number of campus activities or topics, and allow interested visitors to tangent off to more focused presentations on those topics as their interests dictate. And most importantly, the entire presentation is content-managed within the CampusTours MultiMedia Engine, so colleges can create and import new videos at any time, and define new TeaserPoints and associate videos, photos, text, links, etc.

 "If you are a college with a lengthy admissions video (between seven and twenty minutes) on your Web site for prospective students, our research indicates that less than 50% of visitors will watch the video in its entirety" says CampusTours president Chris Carson. "On the other hand, our research indicates that if you break the video into shorter more topic-specific segments, a la YouTube™, viewers will actually watch more of the video and spend a greater amount of time exploring your site. CampusTours InteractiveVideo marries the compelling experience of video with the tangenting capabilities of the Internet to create an immersive video experience which the visitor controls through elegant and intuitive choices. By keeping the video segments under three minutes and offering InteractiveTeasers to more granular topics, InteractiveVideo allows your visitors to sit back and experience a rich tapestry of campus information, while retaining the ability for greater exploration in areas of personal interest."

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.