

University of Miami Virtual Tour Showcases New CampusTours Technologies

Auburn, ME [August 11, 2009] **CampusTours Inc.** (<http://www.CampusTours.com>) and the **University of Miami** (<http://www.miami.edu>) have launched a virtual campus tour (<http://www.miami.edu/virtualtour/>) showcasing some of the new features of the CampusTours MultiMedia Engine Video Tour & Interactive Map content management system. The latest version of the CampusTours MultiMedia Engine software allows schools and nonprofits to generate and update complex multimedia presentations for prospective students, parents, current students and alumni.

New CampusTours MultiMedia Engine features include:

- **Content Managed Map/Video Coordination**
Map/Video Coordination allows Miami to highlight facilities and locations on the map at the precise instant they are discussed in the videos - and update them when the videos change or new ones are added. To see an example of Miami's Map/Video Coordination, follow this link:
<http://tinyurl.com/UMcampus/>
- **Create Link Button**
The Create Link Button allows for dynamic state capture, including the current tour tab and map locations. This not only gives visitors a handy tool to share the tour with their friends, but it gives the admissions office a valuable resource for responding to common student questions.
- **Dynamic User Interface Control**
Dynamic User Interface Control gives the user control over how portions of the tour interface are sized. Based on an examination of the ways that students and parents interact with tours, CampusTours has developed Dynamic User Interface Control to allow people to alter the basic tour interface to better suit their particular tasks or tastes.
- **Commentary in Context**
Each of Miami's videos and map locations are keyword-tagged inside the MultiMedia Engine content management system, and video commentary that is relevant to those keywords is offered dynamically throughout the tour (see the little thumbnails of students under the main videos). This allows Miami to work in hundreds of individual commentary video clips, keeping the tour experience fresh for return visitors.

About CampusTours Inc.

CampusTours Inc. 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, video tours, 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.CampusTours.com or call 207.753.0136.