

CampusTours Introduces “The Choir”

Auburn, ME [September 1, 2009] **CampusTours Inc.** (<http://www.CampusTours.com>) and **Middle Tennessee State University** (<http://www.mtsu.edu>) have launched a new virtual campus tour (<http://www.mtsu.edu/virtualtour/mtsu/>) featuring a persistent “choir” of students, faculty and staff providing commentary and stories during the virtual tour experience. The MTSU virtual tour choir is dynamically controlled by the university, which has the ability to add commentary and even add or remove choir members at any time using the CampusTours MultiMedia Engine software.

The new Middle Tennessee State University virtual tour also includes:

- **Photorealistic Interactive Campus Map**
CampusTours worked closely with Middle Tennessee State University to produce a stunning three-dimensional photorealistic rendering of campus (see www.tinyurl.com/MTSUmap/). The entire interactive portion of the campus map experience is content-managed by MTSU through the CampusTours MultiMedia Engine software.
- **InteractiveVideo Virtual Tours**
CampusTours InteractiveVideo virtual tours give institutions the ability to keep the main tour videos under three minutes in running time, while allowing users to leap out of the main videos for supplemental content at any point during the experience.
- **Content Managed Map/Video Coordination**
Map/Video Coordination allows MTSU to highlight facilities and locations on the campus map tab 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 MTSU's Map/Video Coordination, follow this link: <http://www.tinyurl.com/MTSUmap-video>
- **Commentary in Context**
Each of MTSU'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 (note how members of the “elevated choir” glow when InteractiveVideo cuepoints are reached). This allows MTSU to work in hundreds of individual commentary video clips, keeping the tour experience fresh for return visitors. To see an example of Commentary in Context, check out MTSU's Walker Library: <http://www.tinyurl.com/MTSUcommentary>

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.