

## CampusTours Releases AnyTour 3.0 Virtual Tour Service

Auburn, ME [February 3, 2014] **CampusTours Inc.** ([www.CampusTours.com](http://www.CampusTours.com), [www.CampusMaps.com](http://www.CampusMaps.com) & [www.WalkingTour.com](http://www.WalkingTour.com)) today officially released AnyTour 3.0, the latest version of CampusTours' popular AnyTour virtual tour and interactive map software platform.

CampusTours HTML5 AnyTour 3.0 Examples:

- Baldwin Wallace University: <http://virtual.bw.edu>
- Middle Tennessee State University: <http://tour.mtsu.edu>
- Northwestern State University of Louisiana: <http://nsula.hostexp.com>

CampusTours AnyTour 3.0 features include:

- **HTML5 Interface & Smartphone Module**  
CampusTours HTML5 AnyTour 3.0 features an HTML5 interface for tablets, desktops, laptops and netbooks, and a separate smartphone-optimized HTML5 module for smartphone visitors. HTML5 tours work on iOS™, Android™ and many other devices without the need for an app download.
- **Interactive Video Tours**  
AnyTour features video tours on general topics that draw visitors in, sprinkled with Interactive Video Topics (shown in a menu below the video) that allow visitors to tangent to more specific areas of interest. Instead of trying to build videos that capture the entire range of student activities, AnyTour uses the main tour videos to touch on a variety of different pursuits, allowing visitors self-select content within each section that is pertinent to them. (EXAMPLE: <http://tinyurl.com/CTIV-sample>)
- **Interactive Campus Maps**  
AnyTour includes a fully integrated version of the CampusTours AnyMap Interactive Map System, tightly coupled to the AnyTour platform. This allows institutions to use the tour videos and interactive map together to actually *show* visitors where things are taking place on campus. (EXAMPLE: <http://tinyurl.com/map-video-example>)
- **Student Commentary**  
Video tours are a great way to introduce prospective students to your school, but many prospective students also want to know about your student body, life on campus and whether they will “fit in” with your community. AnyTour now includes the ability to add Student Commentary to any aspect of the presentation, grounding the concepts discussed in the tour videos in actual experiences from current students. (EXAMPLE: <http://tinyurl.com/commentary-example>)

“As the college search process has migrated nearly entirely online, virtual campus tours have become an absolutely essential component in the admissions repertoire,” says CampusTours President Chris Carson. “Having a compelling, articulate and persuasive virtual tour and interactive campus map prominently featured on the .edu Web site has quickly become one of the most important considerations for institutional recruitment. HTML AnyTour gives colleges and universities a powerful tool to accomplish this goal.”

### About CampusTours Inc.

CampusTours Inc. is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of academic, non-profit and government organizations. CampusTours specializes in developing virtual tours, video tours, and interactive maps that entice visitors and facilitate direct and meaningful contacts with audiences. CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's virtual college tour directory, CampusMaps.com, the Internet's university campus map directory, and WalkingTour.com, the affordable solution for guided online walking tours.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit [www.CampusTours.com](http://www.CampusTours.com) or call 207.753.0136.