

## CampusTours Debuts Traffic Tracking for any Flash™ Presentation

Auburn, ME (September 19, 2008) **CampusTours Inc.** (<http://www.CampusTours.com>) today announced the debut of StatFrame, a revolutionary new tool for tracking and reporting on user behavior within **any** Adobe Flash™ presentation.

StatFrame integrates with Adobe Flash™ rich-media applications and presentations to deliver unprecedented statistical analysis of visitor behavior.

Fitchburg State College is one of several colleges and universities currently utilizing StatFrame to report on visitor behavior within their customized video virtual tour and interactive campus map presentations developed by CampusTours (see [www.campustours.com/prodfeatures/fsc/](http://www.campustours.com/prodfeatures/fsc/) ).

"Previously colleges and universities produced Flash™ virtual tours, interactive campus maps and presentations designed to entice prospective students, and attract alumni donations but were unable to track visitor behavior within these presentations," says CampusTours president Chris Carson. "StatFrame throws open Adobe Flash™ web applications, allowing organizations to track and report on a wide variety of visitor metrics from standard aggregate Web reports like visitors, presentation sections/items viewed, and time spent to more complex multimedia behaviors like the amount of time specific video clips are viewed and complete session-tracking capabilities. Most importantly, StatFrame works with **any** Flash™ presentation, regardless of whether it was created by CampusTours or developed independently by the institution."

### About CampusTours Inc.

CampusTours Inc. ([www.CampusTours.com](http://www.CampusTours.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, interactive campus maps, campus kiosks and presentations that entice students and facilitate direct contacts with university audiences.

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, lead-generation and promotion services for their new tours, interactive campus maps and presentations.

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.

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