

CampusTours Releases AnyMap Interactive Campus Map System

Auburn, ME [June 16, 2010] **CampusTours Inc.** (<http://www.CampusTours.com>) today announced the official release of CampusTours AnyMap, a content-managed interactive map system that allows colleges, universities, non-profits and other organizations to quickly make their existing maps interactive, and a source for multimedia such as videos, photos and slideshows. (see it in action at the University of Central Missouri: www.ucmo.edu/campusmap/interactive/)

Utilizing the CampusTours AnyMap system, camps, high schools, colleges, universities and other campus-based organizations can take their existing print maps and quickly turn them into eye-popping interactive presentations. Best of all the presentations sit directly on the organizations' own server(s), and institutions may update or expand their presentations using included software with no recurring cost.

According to CampusTours President Chris Carson, "Every organization that has a physical campus can benefit from an interactive AnyMap. AnyMap comes ready for the forthcoming AnyMap MobileMap Upgrade that will allow organizations to deliver an HTML/CSS/JavaScript-based AnyMap interactive map experience to iPhone™ and Android™ smartphones."

New CampusTours AnyMap features include:

- **MultiMedia Engine Content Management System**
The entire map, including the base map artwork, all map polygons, all map content, all map layers, all media and even the applications' colors are content-managed elements.
- **Deep Link to Map In Any State**
Pressing the CTRL and HOME buttons simultaneously at any point allows for dynamic state capture, including the current window, media and map locations.
- **Guided Tours Option**
AnyMap now has an option to include guided tours (additional cost applies).
For some examples, please see www.ctpprojects.com/docs/anymap/guided.html
- **Multiple Map Movement Controls**
AnyMap supports an unprecedented four (4) different ways to move the map: (1) "edge arrows" docked to the sides of the map, (2) gesture control when your cursor gets close to the edge of the map, (3) click and drag the map, and (4) click inside the mini-map to move the main map. (see them in action! www.ucmo.edu/campusmap/interactive/)
- **Mobile Ready**
MultiMedia Engine 5.0 comes included with AnyMap and is ready for the AnyMap MobileMap Upgrade due out later in 2010.

About CampusTours Inc.

CampusTours Inc. is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of the academic, non-profit and government communities. CampusTours specializes in developing visually stimulating virtual tours, video tours, and interactive campus maps that entice visitors and facilitate direct and meaningful contacts with 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 and promotion services for their new tours, interactive maps and presentations.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit www.CampusTours.com or call 207.753.0136.

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