CampusTours Unveils AnyTour Template Virtual Tour System

Auburn, ME [January 21, 2011] **CampusTours Inc.** (http://www.CampusTours.com) today announced the official release of CampusTours AnyTour Template, an affordably-priced, content-managed video tour and interactive map system that allows colleges, universities, government agencies, non-profits and other organizations to generate compelling multimedia presentations and interactive maps and integrate them quickly and easily into their Web, social media and mobile sites.

See The State University of New York College at Oneonta AnyTour: www.ctpprojects.com/demo/oneonta/

Utilizing the CampusTours AnyTour system, camps, high schools, colleges, universities and other organizations can quickly generate 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, "The AnyTour Template system provides an affordable multimedia tour and interactive solution for high schools, colleges and other organizations. The AnyTour Template System includes all of the features of CampusTours' AnyTour Custom Tours, giving institutions unprecedented ability to transmit a compelling story to their audiences."

CampusTours AnyTour features include:

- **MultiMedia Engine Content Management System**
  The entire tour and map, all text and media and even the applications' colors are content-managed elements.
- **InteractiveVideo**
  Keeping videos under three (3) minutes in running time is vital to maintain the interest of prospective students, and adding interactive cue-points throughout the video allows visitors to delve deeper into subjects of interest.
- **CommentaryInContext**
  Video commentary is sprinkled throughout the tour, allowing visitors to click for personal opinions on each topic from current students and professors.
- **Deep Link to Tour or 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.
- **Mobile Ready**
  AnyTour is ready for the AnyTour Mobility Upgrade to make the tours and maps available on iOS and Android devices.

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. The CampusTours MultiMedia Engine is currently the leading software application for producing and maintaining cutting edge virtual college tours, interactive maps, university timelines, guided tours, 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 Inc. is based in Maine, and is privately held. For more information, visit www.CampusTours.com or call 207.753.0136.