

CampusTours Releases HTML5 Device Optimized Virtual Tours

Auburn, ME [September 12, 2012] **CampusTours Inc.** (<http://www.CampusTours.com> & www.CampusMaps.com) today released the first in a series of tours based on the company's new AnyTour 3.0 virtual tour and interactive map platform.

The new AnyTour 3.0 platform offers optimized HTML5 virtual tours and interactive maps for smartphones, tablets and other Internet-capable devices. All versions of the tours and maps are controlled by a single Web-based content management system that gives organizations direct control over their presentations.

Saint Mary's College of California Virtual Tours & Interactive Maps

MAIN TOUR: <http://tour.stmarys-ca.edu>

TABLET EXPERIENCE: <http://tour.stmarys-ca.edu/tablet.html>

SMARTPHONE EXPERIENCE: <http://tour.stmarys-ca.edu/phone.html>

"Device-specific HTML5 virtual tours and interactive maps allow colleges to offer prospective students a compelling and consistent virtual tour experience on smartphones, tablets, laptops, netbooks and desktops, all without requiring the visitor to download an app or install a plug-in" says CampusTours President Chris Carson.

Studies indicate that prospective students do not like to download individual "apps" for every school they are considering. Increasing numbers of students and parents are using tablets and smartphones, so colleges need presentations that reach visitors regardless of their device. CampusTours AnyTour 3.0 experiences work in the visitor's browser, using HTML5 and JavaScript to deliver compelling virtual tours and GPS-aware interactive maps.

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](http://www.CampusTours.com), the Internet's virtual college tour directory, and [CampusMaps.com](http://www.CampusMaps.com), the Internet's university campus map directory.

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