CampusTours Debuts WalkingTour of Rutgers University

Auburn, ME [September 16, 2013] **CampusTours Inc.** (http://www.CampusTours.com, www.CampusMaps.com & www.WalkingTour.com) today announced the launch of the Rutgers University New Brunswick WalkingTour, a presentation designed to help Rutgers reach prospective students and parents online.

CampusTours HTML5 WalkingTour Service: **http://www.WalkingTour.com**

Rutgers University New Brunswick WalkingTour: **http://virtualtours.rutgers.edu**

Rutgers University has implemented the CampusTours www.WalkingTour.com service to provide interactive virtual campus tours to more than 40,000 prospective students and parents each year. The Rutgers University New Brunswick Virtual WalkingTour includes eight (8) separate guided tour experiences, as well as an interactive campus map and more than 150 student commentary videos from current Rutgers students.

The WalkingTour.com service has recently been enhanced with support for foreign languages, student commentary videos, and a new GPS (Global Positioning System) mode is available to in-person visitors that delivers content to their devices as they approach buildings on campus. The CampusTours HTML5 WalkingTour.com Service includes a full content management system allowing clients to make immediate updates to their presentations, as well as lead generation and traffic tracking capabilities.

"The new CampusTours HTML5 WalkingTour.com Service allows organizations to offer visitors 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. "WalkingTour.com gives high schools, colleges and universities and other organizations an inexpensive way to present their stories to the world in a series of video tour spots."

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 virtual college tour directory, and 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.