CampusTours MultiMedia Engine Features & Capabilities

The CampusTours MultiMedia Engine is the only Adobe™ Flash®-generating content management platform designed specifically for the needs and requirements of academic institutions, non-profits and historic organizations. The CampusTours MultiMedia Engine not only allows institutions to add and update content within tours and interactive maps, but to build comprehensive new experiences as well.

The CampusTours MultiMedia Engine is in Version 5.0, with more than one hundred institutions utilizing the software to power presentations for virtual visitation, recruitment, fundraising, orientation, "wayfinding" and other presentations. In the course of the development of the MultiMedia Engine, many specialized enhancements have been added, at the behest of individual clients, and some of these enhancements are now available as part of the core content management platform. The following features give a sense for the unique capabilities of the CampusTours platform. *Features requiring additional charges.

1. **Full Content & Presentation Management**: Every piece of content and much of the behavior of the tour is controlled in the MultiMedia Engine. The MultiMedia Engine is a versatile, intuitive tool that provides point and click access to every portion of your tour experience.
2. **Embedded Image Manipulation**: Rather than force institutions to create thumbnails and interface-sized versions of all photographs for import into the MultiMedia Engine, organizations simply import the master image, and internalized controls allow for quick creation of various specific tour and thumbnail versions. Features include crop tools, automatic resizing and compression, thumbnail options, constrain to thumbnail size, etc.
3. **Embedded Interactive Map Controls**: Interactive campus maps are one of the most important aspects of the virtual tour, and the CampusTours MultiMedia Engine contains unparalleled tools for maintaining and updating your interactive map, map layers and content. CampusTours has internalized a version of the Zoomify™ photographic zoom technology into the MultiMedia Engine that automatically takes the map graphic provided and slices it into tiles at various magnifications for crystal clear zooming. The ability to import a new master map at any time allows organizations to update the interactive map without any interaction with

CampusTours, a simple image lasso tool allows for quick creation of interactive map hotspots, infinite map layers allow for the addition of complex map data as user-activated layers and the CMS manages all building and topical lists, allowing them to be searchable.

4. **Accessibility Compliance (ADA/Section 508)**: Utilizing the Flash® Accessibility Object, the MultiMedia Engine contains fields for accessibility tags for each piece of tour content, which, when used in conjunction with an approved screen reader technology, allows handicapped visitors to digest tour content.

5. **Hidden Presentations**: Today many organizations are creating a number of hidden or "compartmentalized" presentations within the tour for different audiences. When used with our Deep Linking feature below, Hidden or Compartmentalized Presentations give clients the ability to tailor the message to a specific audience, and hide the presentation from the view of the general public. Several schools have recently completed hidden presentations that are emailed (via a deep link) to students along with their letters of acceptance. These presentations for accepted students, often referred to as "Yield Presentations", are aimed at showing students a fun and vibrant campus community and getting them to visit now that they have been accepted. Other uses for hidden presentations can be for orientation, historical tours, fundraising (annual fund, capital campaign, building funds or even personal high-end donor solicitations) or even to support foundation appeals. For example see www.du.edu/tour - the public tour - and http://du.ctpprojects.com/?DL=TTP_2009103040120 which takes students & parents into a hidden admissions process video.

6. **Deep Link Generator**: Link to your presentation in *any* state using the CampusTours Deep Link Generator. The deep link generator can get your visitors quickly to any part of your presentation (want to link right past the tour into the campus map from your Locations Web page?), and can also provide visitors access to Hidden Presentations within the tour.

7. **Video Titling Tool**: When you build a video for delivery online, one of the problematic issues is the titling or identification of on-screen talent. If you have your video shop include this titling, it may not look good when it's resized down to the tour video format delivery size. And even when you can get the titling to look good, if there's a mistake in the titling or a change is required at any time, you've got to go back to the original video, edit it there, re-import it, etc. With the CampusTours Video Titling Tool, video titles can be added dynamically to any of your tour videos, in crystal clear text, and best of all they are completely editable within the MultiMedia Engine. So when your "Chairman of the English Department" leaves, you can re-title the video segment very quickly to read "former Chairman of the English Department", and have done with it.

8. **InteractiveVideo CuePoints**: CampusTours focus groups identified that more than 60% of your visitors will end up closing videos that last longer than five minutes. Working with our technical team CampusTours has created InteractiveVideo, which embeds cue-points into the video with alert the user to additional content on topics discussed within the videos. InteractiveVideo allows institutions to create shorter videos (CampusTours tests indicate videos perform best when kept under three minutes in length) while giving visitors the ability to *choose* the subjects that they explore in greater depth. To see examples of InteractiveVideo, please visit: Berklee College of Music – http://www.campustours.com/prodfeatures/berklee/, Middle Tennessee State University – http://www.tinyurl.com/MTSUmap-video, University of

Miami – http://www.tinyurl.com/UMcampus, or Fitchburg State College – http://www.campustours.com/prodfeatures/fsc/

9. **Coordinated Video Capability**: CoordinatedVideo separates the guide or narrator from the "b-roll" or "topical footage" that he or she is describing and places each into a separate video window (the guide can be overlaid if green-screened correctly). The benefit of this approach is that it prevents the organization from needing to reshoot everything on location when they want to change a tour guide. All the organization needs to do is to find a new tour guide, sit him or her down in a neutral setting and record the new tour narrative, and then import that into the MultiMedia Engine end edit the topical footage to correspond to the new narration. For an example, please see the program-specific guided tours in Paul Smith's College – http://paulsmiths.ctpprojects.com

10. **Coordinated Content Capability**: Coordinated content is content (bullet points, text, links, photos etc.) that appears at particular timed points alongside the video you are watching (see www.du.edu/tour/).

11. **Map/Content Coordination**: Coordinating timed content like videos and slideshows with map movement used to require significant effort, but with CampusTours Map/Content Coordination, you can precisely orient the map and highlight anything at any point in any presentation. Even better, it's completely content managed. For an example of Video/Map Coordination see the University of Miami – http://www.tinyurl.com/UMcampus

12. **Commentary in Context**: Providing student commentary is great, but providing *relevant* student commentary is even better. In our focus groups students vastly preferred student commentary that was organized around topics to rambling "Day In The Life" experiences. For an example of Commentary in Context, visit Middle Tennessee State University http://www.tinyurl.com/MTSUmap-video

13. **HTML Full Accessibility Option***: (Additional charges apply) CampusTours now offers an optional HTML Accessibility Module that creates a fully accessible HTML version of your tour from the same data set as the Flash tour.

14. **StatFrame Tour Traffic Tracking Service***: (Additional charges apply) The StatFrame Tour Traffic Tracking Service Basic Edition is a Web-based service that organizations log into to view reports detailing tour traffic and granular tour traffic information. StatFrame captures each session individually, allowing for unparalleled traffic analysis.

15. **Burn to CD-ROM/DVD-ROM Capability***: The MultiMedia Engine has the capacity to output the entire presentation as a cross platform ISO disc image file for burning to a CD or a data DVD. Though use of CD-ROM/DVDs as recruitment tools has declined in college admissions, this tool allows institutions to get their presentations into the hands of students that are, for a myriad of reasons, unable to view the online version.