

CampusTours Integrates ActiveData Events Feeds

Auburn, ME [October 15, 2015] **CampusTours Inc.** announced today that the CampusTours AnyMap service (<http://www.CampusTours.com/anymap>) and AnyTour Service (www.CampusTours.com/anytour) have integrated event feeds from ActiveData (www.ActiveData.com) to allow CampusTours interactive maps and virtual tours to feature a localized listing of upcoming events in each campus building panel.

CampusTours Events Integration Examples: (more coming soon)

- The George Washington University AnyTour: <http://virtualltour.gwu.edu>
EXAMPLE EVENTS FEED FOR GWU LIBRARY: <http://tinyurl.com/gwu-gelman-events>

The CampusTours AnyMap & AnyTour integration with ActiveData Calendar (<http://www.actedata.com/software/>) products allows CampusTours clients to easily integrate events feeds into their interactive map panels for each building, as well as facilities or room panels within buildings. Events integration means that interactive maps may include information about what's happening at a location now and in the future, instead of only containing a record of the location's past in photos and videos.

"Visitors benefit when event information is available within the interactive map and virtual tour," says CampusTours President Chris Carson. "Organizations use their virtual tours and interactive maps to tell their stories to various audiences, and communicating the upcoming events for locations helps visitors understand and appreciate the dynamic nature of their communities."

"We're changing the way people think about calendar software," states Susan Yee, Active Data CEO. "Our event solution, working in concert with CampusTours AnyMap, offers a unique and engaging user experience that helps visitors determine, not only where to go, but what they can do when they get there."

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. 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.

About Active Data

Active Data's calendar based event communities makes it easy for people to plan, share and connect about what they are doing and when. Our [Active Data Calendar](#) and [Active Calendar](#) solutions help publish and share events across organizations to drive engagement and awareness of date-related data. With over 10,000 licensed users adding events daily, plus tens of thousands more that submit events for approvals, Active Data helps you cure the chronic calendar pain you didn't know you had. The company was founded in 1999 and serves more than 1,000 clients in the [higher education](#), [K12](#), [government](#), [healthcare](#), [corporate](#) and [non-profit](#) markets.