Campus Map and Virtual Tour Providers
Higher Education

COMPETITOR MATRIX

CONCEPT3D

- Media Management
- Content Ownership
- Production

Map

- CAMPUS TOURS
- STUDENTBRIDGE
- nuCloud
- YOUVISIT

Student Life Cycle

Prospective ● Admitted ● 1st Day of School ● Parent's Weekend ● Graduation ● Alumni

- PDF
- 2D
- Mobile
- 3D
- VR
- Immersive

Media

- ECAMPUS TOURS
- STUDENT BRIDGE
- STUDENTBRIDGE
- YOUVISIT

CONCEPT3D
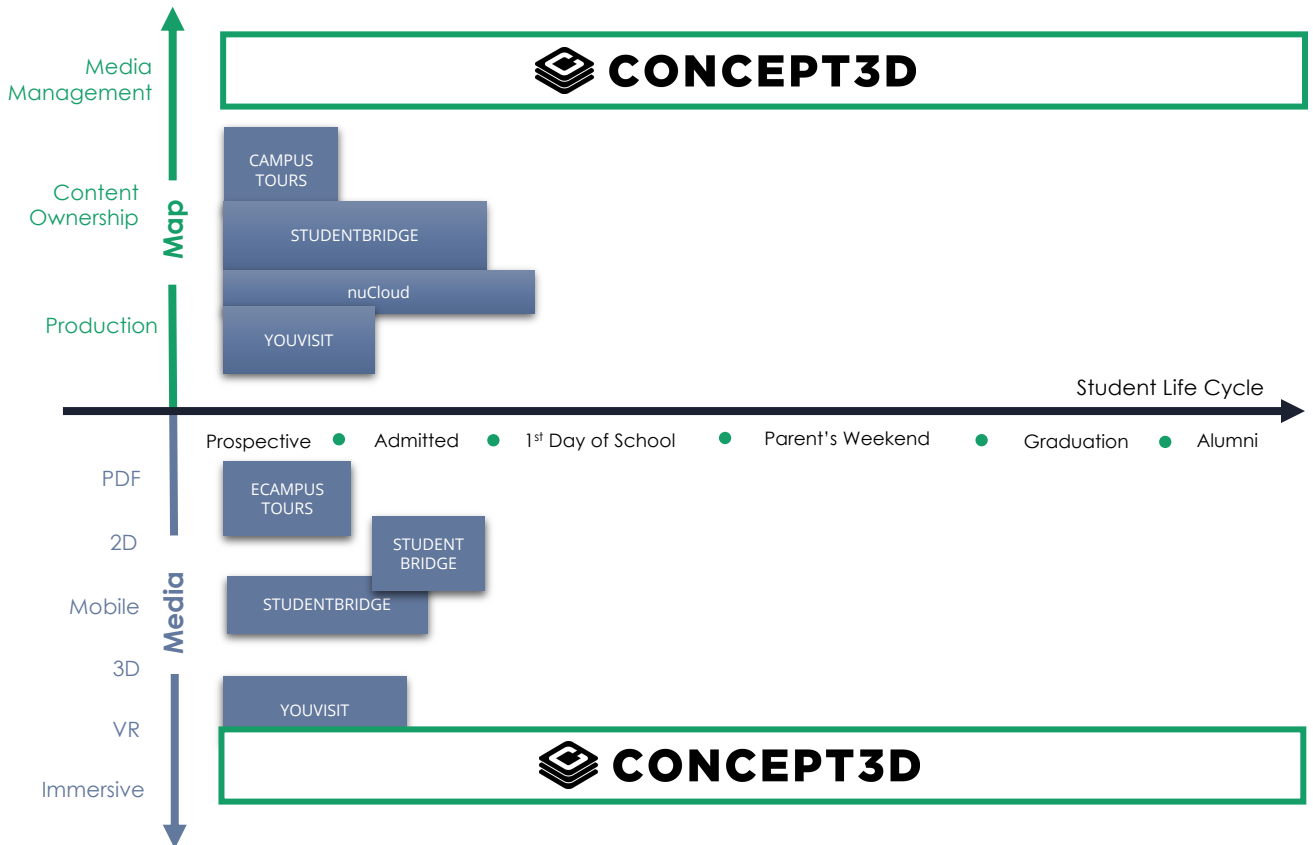
LEGEND

Content Ownership – Who owns the produced materials – the more ownership of the client the higher on matrix

Media Management – Content Management System or way for client to organize media internally

Production – Types and variety of media : 3D Renders, Videos, Photos, 360° Panoramas, Virtual Reality Media

Student Life Cycle – When the provider's campus map or virtual tour is interacted with by a student or visitor

Immersive - Inclusion of different types and layers of information such as integrated data feeds and interactive hot spots

Media Types & Delivery – How the media can be viewed and experienced, the lower on the axis the more ways to view

BEYOND MAP AND MEDIA

How Features of Different Platforms Perform

	CONCEPT3D	YouVisit	Campus Tours	Student Bridge	NuCloud	eCampus Tours
Virtual Reality	● ● ●	● ● ●				
Walking Tour	● ● ●		● ●		●	
Data Integrations	● ● ●	●	●		●	
Client Support	● ● ●	●		●	●	●
Accessibility Tools	● ● ●				●	
Point to Point Directions	● ●					
Performance Analytics	● ●	● ● ●	●	●		

DEFINITIONS

Virtual Reality – Supports virtual reality experience

Walking Tour –Virtual or digital tours include a self-service tour option for on-campus use

Data Integrations – Allows for incorporation outside data sources, ranges from video to GIS data

Client Support– Level of personalize support available, 1-on-1 to self service

Accessibility Tools – Includes tools and functionality that allow users to create ADA compliant options

Point to Point Directions – Wayfinding features

Performance Analytics –Insight into end-user's analytics