Campus Map and Virtual Tour Providers
Higher Education

COMPETITOR MATRIX

Media Management
Content Ownership
Production
Map

Student Life Cycle

PDF
2D
Mobile
3D
VR
Media

Immersive

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

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
How Features of Different Platforms Perform

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<th>Campus Tours</th>
<th>Student Bridge</th>
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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