



## ***Concept3D Launches Tour Builder, A New Platform for User-Created Immersive and VR Tour Experiences***

*Tour Builder Gives SMBs and Enterprise Companies the Power to Create New Leads and Awareness by Bringing Audiences Right to Their Location*

DENVER - July 10, 2018 - Concept3D, a leader in creating software to power immersive online experiences, today announced the launch of its new Tour Builder platform which allows anyone to create, manage and share their own VR-enabled virtual tours.

Using Tour Builder is dead simple, and the design taps into Concept3D's experience of building the robust content management system (CMS) that powers the company's interactive 3D maps and premium virtual tour system used by a wide set of industries including data centers, hospitals, convention centers and event venues, higher education, large commercial sites, retirement communities and real estate, among others.

Tour Builder supports the use of both 360-degree panorama and standard images for tour stops. By using 360-degree images, tours are automatically set up for viewing in VR with the necessary hardware. Building tours is a simple process: create an account and use Tour Builder's intuitive CMS to upload 360-degree panorama or standard images and assign a location by entering an address or dropping a pin on the accompanying map. Tour Builder then guides the user through the process of adding information, more images, video and audio tracks to tour stops. Once the tour is built and published, it can easily be edited and shared via link, and by integrating with Mapbox and OpenStreetMap, Tour Builder creates an in-window "minimap" for easy navigation and jumping between stops, and to highlight the specific geographic location.

"We call it immersive because Tour Builder brings audiences right into a highly visual experience; it's like VR without the need for goggles," said Concept3D CEO, Gordon Boyes. "The business applications of Tour Builder are endless, from employee training, hotels and resort marketing, to commercial real estate sales. Tour Builder makes it easier than ever to create exciting and engaging experiences that bring audiences to a location. Like everything we build at Concept3D, our customers control the content and we provide an eye-catching 3D encounter. Much of this same technology is embedded into our interactive maps, Internet of Things (IoT) applications, wayfinding, asset tracking, and space-planning solutions."

Examples of Concept3D Tour Builder projects from Vantage Data Centers, Hotel Covington, a World Cup Tour, Denver's Union Station, Texas A&M University, and INDUSTRY, a creative

workspace, can be explored here: <https://www.concept3d.com/interactive-virtual-experiences/features/tours/gallery>

Concept3D has launched Tour Builder with three tiers offering various levels of functionality and tour views: Starter (free), Foundation, and Enterprise. Examples of Tour Builder's premium functionality include the ability to create unlimited tours, advanced tour embed options, audio narration, third-party data integrations, a built-in lead-generation system, full map platform integration and access to the Concept3D's Client Success Team.

Sign up for free and start building a tour: <https://tour.concept3d.com>

Learn more about Tour Builder: <https://www.concept3d.com/use-cases/share-your-place/virtual-tours>

**About concept3D:**

*Founded in 2006, Concept3D is a leader in creating immersive online experiences with 3D modeling, interactive maps and VR-enabled virtual tour software. Concept3D software brings any physical location into an intuitive and navigable digital format, providing clients with a powerful competitive edge through applications like data visualization, wayfinding, immersive VR-enabled virtual tours, and real-time platform-wide updates. Concept3D clients include convention centers and event spaces, data centers, healthcare and retirement facilities, large commercial sites, resorts, hotels and theme parks, as well as universities and many other locations. Concept3D's higher education system was formerly known as CampusBird. Learn more at <https://www.concept3D.com>.*

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