



1st Annual Readers' Choice Awards



November 29, 2012 by Lauren Williams

The readers have spoken and for the first time ever, University Business magazine is honoring higher education products and services, in this first annual Readers' Choice Top Products for 2012. Earlier this year, campus leaders and administrators from across the country had the unique opportunity to nominate what products they and their peers around the country are using, and voice how these products contribute to the success of their schools. Based on the quality and quantity of nominations, more than 70 products from a plethora of insightful testimonials were selected by our editorial team.

The inaugural list includes products and services that can help solve a variety of issues at any campus, large or small. Here, leaders in admissions, marketing, IT, facilities, public safety, academia, and other areas of the higher education community will find ideas for making operations run more smoothly and efficiently—as well as be more innovative.

University Business is proud to present its first Readers' Choice Top Products in the following pages, in no specific order. We hope that they can help make a positive difference at your college or university. Congratulations to the winners!

YouVisit

Virtual Walking Tours by YouVisit feature rich media, video content, and 360-degree panoramas. The virtual tours stimulate engagement while helping schools drive physical campus

visits, quality inquiries, applications, and enrollment. Other features include showcasing student life and clubs on the ability to implement the software on Facebook and through smartphone apps. www.youvisit.com

“With YouVisit, our prospective students and their families can explore our campus directly on our website through an online tour. They can see an interactive map, pictures, videos, and 360 panoramas. This tour is also available through Android or iPhone applications.” — Marcio Moreno, associate director of admissions, University of North Carolina at Wilmington

