



For Immediate Release

## **Synectics enables interoperability of its products with the addition of PSIA's 1.0 IP Media Device specification**

SANTA CLARA, Calif., Nov. 23, 2009—The Physical Security Interoperability Alliance ([www.psialliance.org](http://www.psialliance.org)), a global consortium of physical security providers focused on promoting interoperability of IP-enabled devices in the security industry, has announced that Synectics has implemented the 1.0 IP Media Device specification into its SynergyPro video management system and the Synectics MDRS.

“The PSIA specification is now standard in the company’s award-winning SynergyPro security management suite and the system’s advanced capabilities were successfully demonstrated at the recent PSIA interoperability demonstration at the 2009 ASIS seminar,” said David Aindow, Business Development Director, Synectics. “We are proud to be among the group of industry leading manufacturers that have moved quickly to implement this specification. Our customers will now be able to benefit on our promise of interoperability.”

The PSIA specification enables Synectics solutions to directly and immediately connect with third-party manufacturers’ IP devices. By leveraging the strength of the PSIA open interface, new devices can simply be connected and Synectics’ recording solutions can perform a search and automatically integrate that device.

“Synectics decision to implement the PSIA specification demonstrates the company’s commitment to the development of open standards for IP-enabled security technologies,” said David Bunzel, Executive Director, PSIA. “The company’s strong support of PSIA also illustrates that our reach in international markets continues to grow.”

The 1.0 API Media Device specification enables interoperability between disparate products, expanding opportunities for companies that provide solutions to the physical security marketplace. The 1.0 specification is available free of charge and can be viewed at [www.psialliance.org](http://www.psialliance.org).

### About PSIA

The Physical Security Interoperability Alliance is a global consortium of nearly 50 physical security manufacturers and integrators that are focused on promoting interoperability of IP-enabled security devices across every segment of the security industry. More than 850 industry leaders have registered for access to the 1.0 API Media

Device since its initial release.

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