



# PSIA

THE PHYSICAL SECURITY INTEROPERABILITY ALLIANCE

A Quarterly Newsletter

Issue No. 3 — Winter 2010

### Show your support at ISC West 2010

We have encouraged members to add the PSIA slogan to their booths. If you'd like to add the file to your signage, e-mail us.



**spoken here**

### Member Spotlight

*IQinVision is PSIA-enabling its Basic Line of cameras and Ian Johnston, CTO, of the company provides his perspective on the value of standards and being a PSIA member.*

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### And Now Introducing ...

*Look at which companies have joined PSIA*

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### Collaborative effort

*It's not the separate pieces that make us a success, it's the group effort.*

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### Yay for Yeh

*PSIA's Frank Yeh served as the keynote speaker for TechSec Solutions 2010 in Delray Beach. What were some of his insights?*

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### Our networks are growing!

*Join in the conversation by following our social media accounts. Our network of supporters has continued to increase with each month. We are showcasing member news now so please feel free to send us information you'd like posted to our networks. <http://www.linkedin.com/groupRegistration?gid=2173808> and <http://twitter.com/PSIAAlliance>.*



## PSIA Specifications Take Center Stage at ISC West

*Members will showcase PSIA-enabled products in access control, intrusion*

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, will showcase the integration of various PSIA-enabled products including video surveillance, access control and intrusion detection during a technology demonstration at the 2010 ISC West Conference and Exhibition in Las Vegas.

Leading IP device manufacturers including ASSA ABLOY, GE Security and Synectics will showcase solutions that leverage PSIA's IP specifications, which enable disparate



products to communicate without costly and time-consuming integration. This event, which is open to all ISC West attendees, will be held on Thursday, March 25, 2010, at 3 p.m. in the Sands Convention Center.

“PSIA’s goal is to enable the interoperability of an end-to-end IP solution,

from video and access control to intrusion and analytics,” said David Bunzel, Executive Director, PSIA. “This technology demonstration will showcase our efforts to make this goal a reality. We look forward to welcoming the industry at large to view the benefits of PSIA’s systems approach to IP standards at our event at ISC West.”

The development of IP standards and specifications offers numerous benefits to every segment of the industry. Interoperable IP technologies ease complex installations for systems integrators; enable end users to select best-in-class IP security products, regardless of brand; and decrease the burden on manufacturers to develop customized drivers.

## PSIA SCHEDULE AT ISC WEST 2010

PSIA will kick-off its festivities at ISC West with a board meeting on Thursday, March 25, 2010. All activities will be held in Room 803 in the Sands Convention Center.

**Thursday, March 25, 2010**

**(all times local)**

**8:00 a.m. to 9:30 a.m.**

PSIA Board Meeting

**9:30 a.m.**

Video Analytics Working Group meeting

**10:00 a.m. to 3 p.m.**

Demonstration set-up

**3:00 p.m. to 5:00 p.m.**

Official PSIA Technology Demonstration

*This event is open to all members, ISC West exhibitors and attendees and selected media representatives.*

## NEW MEMBERS

Here is a list of our new members since November 2009. Please welcome them to the PSIA team!

**3VR**

[www.3vr.com](http://www.3vr.com)

**Dahua Tech**

[www.dahuasecurity.com](http://www.dahuasecurity.com)

**DarimVision**

[www.darimcctv.com](http://www.darimcctv.com)

**DVTel**

[www.dvtel.com](http://www.dvtel.com)

**GeoVision**

[www.geovision.com.tw](http://www.geovision.com.tw)

**Intransa**

[www.intransa.com](http://www.intransa.com)

**Kastle Systems**

[www.kastle.com](http://www.kastle.com)

**Seyeon Tech Co.**

[www.flexwatch.com](http://www.flexwatch.com)

**Synology Inc.**

[www.synology.com](http://www.synology.com)

## Member spotlight

### IQinVision powers basic line with PSIA

The development of standards is not only important to IQinVision, it is critically important for the entire security industry.



Today's jumbled mass of protocols and software interconnects are now inhibiting the momentum that IP devices have built over the last 24 months. Standardization is the next logical step in the maturation of these

devices. Ultimately, we're just following the standard life cycle of other technologies that have displaced antiquated systems.

Video cameras are getting the most attention at the moment, but the same challenges exist across all "network" devices. Access control edge devices, analytics engines as well as video management storage boxes all need to be able to communicate with each other.

One of the many things that we, at IQinVision, appreciate about PSIA is that the organization has focused on promoting interoperability for the entire physical security industry. To be truly successful, any proposed standard must encompass all IP devices, regardless of function. Only then, can a unified strategy be applied to make sure the protocols are secure, all devices can talk with each other and are well behaved on the network.

Once the nuts and bolts of the standards are in place, I believe there will be a major evolutionary leap forward with how and where IP-based security technology is used.

IQinVision has targeted our Basic Line of cameras first for integration with the PSIA specification. These cameras are being used by many of the lower-cost NVR packages coming out on the market today. Instead of having these companies write specific IQinVision drivers, they can now write one

PSIA driver and get the entire suite of PSIA-enabled cameras. Now, that's powerful.

*Ian Johnston*

*CTO, IQinVision*

## News update

### RaCM specification hits the streets

PSIA and the Recording and Content Management Working Group released its 1.0 Recording and Content Management (RaCM) specification for public use in December.

The specification standardizes the way recording and content management products interface with other devices in the security ecosystem, specifically security management systems. The primary goal is for the specification to be leveraged in recording devices and video management systems to enable users to have a single VMS to view recorded video.

Not only will the open interface reduce costs for solution providers, it will also help secure investments in hardware and software as security management systems that support the RaCM specification will support existing DVR/NVR solutions.

In the past year, PSIA has made significant strides in its drive to promote interoperability of IP-based standards throughout the physical security industry. PSIA's 1.0 API Media Device specification, which has been reviewed by technical experts that represent all segments of the IP security market, enables interoperability between disparate video products, expanding opportunities for companies that provide solutions to the physical security marketplace.

PSIA's specifications are available free of charge and can be accessed on the organization's Web site at [www.psialliance.org](http://www.psialliance.org).

# Nascent technologies promise to change security

*PSIA's Frank Yeh outlines the future of the industry during TechSec Solutions keynote address*

PSIA Architect Frank Yeh delivered the keynote address at the 2010 TechSec Solutions conference in February that addressed the changing landscape of the security market and how new technologies will dramatically effect how security polices and business models.

Yeh said the proliferation of digital devices, soon to number in the trillions, are producing data that can be turned into valued intelligence. Companies — security manufacturers included — have the processing power and intelligence to help consumers, and in this market, operators, make sense of all the data being collected from these sensors

“A lot of this technology isn’t as futuristic as we think, it’s upon us now,”



said Yeh, who is senior security and privacy architect at IBM. “With this knowledge we can reduce cost and waste, improve efficiency and productivity, and raise the quality of our products, to our companies, to our cities.”

Applications that leverage everyday data to develop computer-generated models can be extremely helpful in security

applications, Yeh said. For example, a security operator could extract critical information from a model that includes data on mapping, weather and historical data, enhancing not only security but situational awareness.

“Those working on these technologies are just starting to scratch the surface of what’s possible,” he said. “We all need to develop ideas to make all of this data more accessible to security professionals so that they can concentrate on being security people.”

Yeh also discussed the development of IP standards, including PSIA, and how these standards will only continue to enable the security industry to make best use of networked technologies and help end users be more effective over the long term.

## Letter from the Executive Director

As I write this, the PSIA team is working hard to position us for the upcoming ISC West conference. The meeting room has been booked, media kits are being assembled and schedules are being developed. In other parts of the world, our members are working feverishly to make their products ready for our technology demonstration, which will not only include video but access control and intrusion products. This event will be held on Thursday, March 25, from 3 p.m. to 5 p.m. in room 803 at the



Sands Convention Center. We are excited to be able to demonstrate this industry first alongside our growing membership roster and welcome ISC West attendees, exhibitors and our members to join us for this event.

All the separate components I just mentioned are only pieces of the PSIA puzzle but they come together to make events such as our technology demonstration successful. This process is similar to the way we build our specifications. Each one is worked on separately by their respective working groups but really, the true value of the specification is how it will enable an entire end-to-end solution (made up of access control, video surveillance, analytics and recording devices) to work together without costly and time consuming integration.

That is the message we need to focus on as we move forward with our efforts. The goal of PSIA is to develop interoperable solutions. Each specification that is developed is another step toward ensuring IP-based technologies will come together and work seamlessly with other systems

such as intrusion, building management, and fire and life safety.

In closing, I wanted to take this opportunity to thank all of our members who have gone above and beyond the call of duty to make PSIA reach its goals. We are grateful for all the time and effort each of our key members puts in to support this organization and make our mission of developing interoperable specifications a success. Without all of you, we wouldn’t be where we are today.

I look forward to seeing everyone at ISC West.

—David Bunzel, executive director, PSIA

## PSIA Board of Directors

Rob Hile, Siemens Building Technologies — Chairman  
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Dan Schaeffer, Neal & McDevitt — Secretary  
Kent Sumida, Milestone — Treasurer

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