# PSIA

## THE PHYSICAL SECURITY INTEROPERABILITY ALLIANCE

## STANDING ROOM ONLY

*Industry packs PSIA's Technology Demonstration at ISC West 2010*

PSIA showcased various PSIA-enabled products during its Technology Demonstration at the 2010 ISC West Conference and Exhibition in Las Vegas. A proof-of-concept showed the first public test of video and access control solutions.

Officials from UTC Fire and Security – A United Technologies Company, Synectics and Cyber Group demonstrated solutions that leverage PSIA's IP specifications. This event was a huge success with more than 100 attendees packing the room.

"This technology showcase demonstrates the progress we have made over the past six months in reaching our goal of developing specifications that enable an entire IP solution," said Roger Richter, Chairman, PSIA Systems Working Group. "The steps we have made with all of our protocol and data definitions is truly significant, but the ultimate standard of interoperability is only achieved when all the pieces of the security ecosystem work together, without custom integration, in a cohesive fashion."

Interoperable IP technologies ease complex installations for systems integrators; enable end users to select best-in-class IP systems; and lessen the burden to develop customized drivers.

"PSIA continues to make significant strides in not only developing specifications but garnering support from all sectors of the industry," said Rob Hile, Chairman, PSIA.

Thank you to everyone who attended!

**IP Media Device 1.1**

This package contains the specifications relevant to all PSIA members and registrants as of February 2010. While the contents of this package are available as separate documents, it is expected at this time that all parties interested in the PSIA IP Media Device Specification will also require the PSIA Service Model. Both of these specifications are included in this package for convenience.

**RaCM 1.1**

The PSIA Recording and Content Management specification, Version 1.1, describes the PSIA standards for recording, managing, searching, describing and streaming multimedia information over IP networks. This includes support for both NVRs and DVRs. The specification references the PSIA Service Model and IP Media Device specifications. XML Schema definitions, and XML examples are included to aid implementers in developing standards-based products.

## NEW MEMBERS

*Here is a list of our new members since February 2010. Please welcome them to the PSIA team!*

**AVerMedia**
www.avermedia-usa.com

**D-Link**
www.dlink.com

**HW Group**
www.hw-group.com

**Mindtree**
www.mindtree.com

**Mirasys**
www.mirasys.com

**Progressive Systems (Lensec)**
www.lensec.com

**Radmik Solutions**
www.radmik.com

**Stretch**
www.stretchinc.com

**Truen**
www.truen.co.kr

## Member spotlight

# TI's Reference Designs incorporate PSIA specifications

Texas Instruments, a founding member of PSIA, has worked tirelessly to promote the message of open standards since the initiative began building steam two years ago. TI's video and vision team supports the work of various s t a n d a r d s organizations.

Danny Petkevich, vice chairman of PSIA and TI's director of video and vision business unit, said it was critical for TI to be involved because its business is deeply rooted in IP. In addition to developing processors for IP devices, TI also has developed highly optimized reference designs based on its DaVinci™ video processors TMS320DM3xx and DMVA1 with embedded smart analytics for the IP camera market. These reference designs enable developers to speed through the design process while reducing the overall materials cost. These designs also incorporate the PSIA IP Media Device spec to enable developers to easily and quickly bring PSIA-compliant cameras to market. TI will also support the PSIA's Video Analytics specification when it it ratified to enable standards-based usage of video analytic meta-data. TI provides complete royalty-free software, video codecs and hardware reference design material, which now include the PSIA IP Media specification.

"It's one thing to read a spec then get a couple engineers to implement it," Petkevich said. "The software source code is much easier to read in a working full-featured reference design, thus enabling fast implementation of the IP Media standard into your end product." For more info on TI's reference designs please see www.ti.com/ipcamera.

Petkevich noted that innovation in the security market begins with IP, but problems with interoperability have hampered widespread adoption of networked-based technologies.

"You can hook up an analog camera and see video but if you hook up an IP camera, there is no video," he said. "We need to fix this problem, and standards are the answer.

Specifications such as PSIA's IP Media Device and the RaCM interface will enable disparate IP products to communicate without custom software development. The adoption of industry specifications will reduce development costs, ease the integration process and enable users to develop best-in-breed systems regardless of brand.

"Until all IP products are able to communicate together, IP will play second fiddle to analog," Petkevich said. "For IP to reach mainstream adoption, we need to work diligently to promote and develop standards for these devices."

Petkevich encourages companies from diverse and emerging markets to become involved in standards development. This not only builds a collaborative approach but it also brings fresh perspective on what users, installers and manufacturers need from standards organizations.

"Input from various markets and sectors is critical because it helps us meet the industry's needs," he said. "The more people you have as part of this process, the stronger we can be."

# User level membership option now available

PSIA has added an entry-level membership level. The User membership, which costs $1,000 annually, provides members with the opportunity to take advantage of one functional set of compliance tools, PSIA's base service-model specification, the benefit of being listed on the PSIA Web site, and the option of participating in PSIA events and technology demonstrations. Additional compliance tools are available to User members at a cost of $1,000 each.

"This membership level provides emerging companies with a cost-effective option to join PSIA and contribute to the mission of promoting interoperable IP solutions worldwide," said Rob Hile, Chairman, PSIA. "By joining PSIA, emerging companies can influence the specifications that will expand the use of IP technology in the industry."

Participation in PSIA Working Groups will continue to only be available to Board, Associate and Venture members. If a User member is interested in joining a Working Group, upgrading to a top tier membership is available.

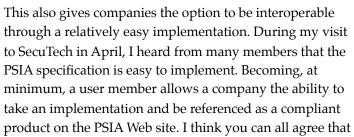"We are pleased to be able to bring this new membership option to the industry," said David Bunzel, Executive Director, PSIA. "This will not only enable us to grow, but it will help propel participation from emerging technology providers that develop a variety of security solutions."

## Letter from the Executive Director

As I write this, I am thinking back to the PSIA Technology Demonstration at ISC West. We had an incredible turnout and our efforts at ISC West had a direct impact on our membership initiatives. We added 15 percent to our membership since then but we can't stop here. We need to keep pushing forward on all fronts. With that in mind, I am very excited to spotlight our new User level membership option. This entry-level membership enables PSIA to grow and provides emerging companies with the opportunity to become a member of PSIA without significant financial investment.

This also gives companies the option to be interoperable through a relatively easy implementation. During my visit to SecuTech in April, I heard from many members that the PSIA specification is easy to implement. Becoming, at minimum, a user member allows a company the ability to take an implementation and be referenced as a compliant product on the PSIA Web site. I think you can all agree that this is a strong point and should propel our membership initiatives even further.

During SecuTech, PSIA conducted a panel discussion on standards with representatives from Everfocus, HikVision, ObjectVideo and Texas Instruments, and it was a resounding success. We also showcased product demonstrations from our members including Arecont Vision, Everfocus, GeoVision, HikVision and Milestone Systems. I want to personally thank everyone for the time and effort invested in this event.

We are making significant strides. Not only is the PSIA specification easy to implement but the association offers a wide variety of specifications. The new versions of the IP Media Device and the Recording and Content Management specifications are available, and we expect to have a Video Analytics specification available for public comment very soon. In addition, the working groups are focused on adding new features to the existing specifications and fine-tuning those that are in progress.

Since our inception, we have focused on developing standards that address the entire physical security landscape. Our goal is, and always has been, complete IP system interoperability. We will continue to work on our technical advancements to make sure this goal is met and I can assure you we will not rest until it is complete.

—**David Bunzel, executive director, PSIA**

## PSIA Officers

Rob Hile, Siemens Building Technologies — Chairman
Danny Petkevich, Texas Instruments — Vice Chair
Dan Schaeffer, Neal & McDevitt — Secretary
Kent Sumida, Milestone — Treasurer

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