



Physical Security Interoperability Alliance

Newsletter

May 2013



The PSIA Grows Its Global Influence

While the weather in Birmingham was dreary, the mood at IFSEC was very upbeat, both for the industry in general and the work of the PSIA in particular. The industry perspective is that delayed expenditures for security products have created pent-up demand, and security product sales trends look positive in 2013.

For the PSIA, it's clear our ecosystem-based, systems-level approach to security specifications is gaining even greater support on an international level. A top European standard-setting body, the IEC, is eagerly awaiting our submission for an access control standard. Our Area Control Specification is the only one of its kind in the global physical security market, which makes it very complementary to the IEC's objectives. The PSIA will be working closely with the IEC in coming months.

We also saw strong interest in the PSIA's video-related specifications. We were first to the industry with our IP Media Device (IPMD) specification in 2008 and have followed up with specifications for video analytics and recording and content management (RaCM). At IFSEC, it was clear that VMS and security camera companies want to respond to market demands with tighter integration of video and access control. Many camera and VMS companies told us they need to move toward the richer capabilities of system-level specifications that focus on data and intelligence exchange--like those offered by the PSIA.

So the damp and gray English spring couldn't dim the PSIA's bright prospects and progress. If you haven't done so, I encourage you to join the PSIA now. If you are a member, become part of a Working Group. As Eric Roth of Inovonics says in the article below, companies belonging to the PSIA are reshaping the security industry - and on a global scale. Also, as our chairman Larry Lien notes in his column, advances in mobility, analytics, sensor, and presence technologies could open new opportunities for security companies. These are exciting times: Your

active PSIA membership will help you make the most of them.

Best regards,

David Bunzel
Executive Director, the PSIA

Spotlight on the Inovonics EchoStream Area Control Gateway

Inovonics, a leader in high-performance wireless sensor networks for commercial and life safety applications, recognized the promise of participating in the integrated security solutions space. It also saw the integration obstacles caused by the need for add-on relays, customized serial interfaces and custom programming to bring data from wireless sensors to other security system components.



Eric Roth
Inovonics

"Before PSIA, integrators used our SDK or developer's guide to create costly custom middleware that interfaced our serial receivers to their panel," said Eric Roth, manager of hardware engineering, Inovonics. Further, the code they wrote to integrate Inovonics devices could rarely be reused for integrations with any other panels because each had its own unique operating system with a correspondingly unique command set.

"They essentially had to reinvent the wheel for each new integration," said Roth.

That all changed with Inovonics' introduction in April of its [EchoStream EN6080 Area Control Gateway \(ACG\)](#), the first PSIA-compliant device providing IP-based interoperability of wireless intrusion devices. The ACG is compliant with PSIA's Area Control Specification.

The value of standards-based connectivity

"We are leveraging IP-based connectivity," said Roth. Security end users can now gain a centralized view of facilities and systems, with access control, wireless intrusion, video and associated analytics sharing common data flows. Further, users - and their integrators - can achieve this cohesive, fully integrated environment through the ACG without those serial connectors and custom interfaces.

Instead, the ACG and other PSIA-compliant tools all communicate in a common language defined in PSIA specifications. The compliance eliminates the need for custom middleware to make devices from two different manufacturers communicate.

"Development time and integration time go way down," said Roth. "You realize a lot of value there. We can now interface up to 3000 endpoints without having to aggregate them into one or more output relays."

Better security through open development

Users gain enhanced security through a global view of an event, with data flowing among a variety of systems. In the ACG's case, it can act as a bridge between devices on a wireless network and a higher level PSIA-compliant controller, such as a video management system or physical security information management (PSIM) system. Commands, data and intelligence flow easily from the ACG and among the PSIA-compliant devices.

"The integrators get a huge menu of solutions to use to address customer requirements without having to spend time and money developing and maintaining middleware," said Roth. "That's really what interoperability delivers."

Inovonics was an early adopter of the PSIA Area Control Specification. "We were in the envious position of being able to help influence its development to embrace wireless," Roth said.

Similarly, he noted manufacturers joining PSIA Working Groups today are in a prime position to help define standards that Roth expects will spread throughout the industry as it steadily migrates to IP-based tools.

"PSIA is a true alliance," said Roth. "We're not working to any individual's agenda; it's the industry's agenda that drives us."



Letter from the Chairman

At the recent IFSEC show in the U.K., the "integrated security" sessions emphasized the importance of ensuring security devices interconnect. At the PSIA, true plug-and-play interoperability is our goal - and we are looking toward the day when "integrated security" will go beyond the universe of traditional security devices, such as IP cameras and access control endpoints.

For a good overview of the rapidly emerging technology shifts that we in physical security will face, read *Wired* magazine's June 2013 cover story about "the programmable world." The article envisions a future in which virtually every surface, device, machine, vehicle, even person is woven into a web of interconnected data that will dwarf the Internet. Then programmers will develop apps that enable rich, useful interactions among these endpoints.

Some of the endpoints and uses are security related, or easily could be, such as a variety of tiny sensors throughout the home or office not just sensing motion, but the presence - or absence - of a specific individual, then texting the local authorities, or a condo association's security guards. Big Data analytics will be used to parse and find relationships and meaning among everything from home electricity usage to the flow of hotel guests to manufacturing quality control processes. The vision is fast becoming reality, too, with locks that can send text messages, home thermostats addressable via smartphone, and payment systems that

recognize who you are when you walk in a store.

Standards make it possible for these disparate devices to share data and make intelligent decisions. Standards-based security devices and technology will have an advantage in this spreading Internet of Things. To see why, read the article in this newsletter about Inovonics' new PSIA-compliant EchoStream Area Control Gateway (ACG). Its PSIA compliance makes it easy for manufacturers of virtually any wireless sensor or other technology - even those outside our industry to integrate with the ACG, creating more value for the manufacturers, integrators and end users.

Adopting PSIA specifications thus helps our members to not only offer better security solutions but also position their companies to participate in opportunities like those generated by a world of networked industrial, business and consumer devices. We can't program the future, but the PSIA and its members are ready for it.

Best regards,

Larry Lien
Chairman, the PSIA
Vice President, Product Management, Proximex

Be Social with Us!



Help us spread the word about the PSIA by re-tweeting our tweets, following our new blog and forwarding this copy of our newsletter to peers you think would be interested in learning more about how the PSIA specifications are building true plug-and-play interoperability throughout the physical security industry and beyond.

About PSIA

The Physical Security Interoperability Alliance is a global consortium of physical security manufacturers and integrators focused on promoting the interoperability of IP-enabled security devices across every segment of the industry. PSIA supports license-free standards and specifications, which are vetted in an open and collaborative manner to the industry as a whole. Specifications are developed through member and industry participation in five active working groups: IP Video, Video Analytics, Recording and Content Management, Area Control and Systems. To date, more than 2100 industry professionals have downloaded PSIA's specifications.

[Visit our website at www.psialliance.org](http://www.psialliance.org)

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