



Physical Security Interoperability Alliance

Newsletter

August 2013



The PSIA's Member-Driven Identity

It's been a scorching summer so far, and the PSIA Working Groups are generating their own heat, working on several initiatives we hope to unveil in time for ASIS in Chicago in September. In brief, these could include more profiles drawn from our Area Control Specification as well as some powerful extensions of our specifications beyond the physical security ecosystem.

In particular, at our board meeting in June, several PSIA members discussed how specifications might address the issue of enabling logical and physical security domains to exchange identity information in a standardized way. Please contact me if you are interested in exploring developments in this area.

The PSIA is the only physical security standards-setting group that can support a variety of initiatives like these because we have such a diverse group of members, from leading video management system companies to access control, intrusion detection, and PSIM leaders to sophisticated security end users. Each member brings its unique perspective to our Working Groups to help shape specifications that meet current and emerging security and business needs. Rather than one or two companies shaping our agenda, we are member-driven, and the breadth and depth of our specifications reflect that.

I hope you'll join us at our ASIS event (see details below) to learn more about the PSIA's latest initiatives as well as trends and

applications in security mobility, access control and more. You'll have the opportunity to meet with and exchange ideas with some of the industry's top influencers. I look forward to seeing you there!

Best regards,

David Bunzel
Executive Director, the PSIA

**Save the Date:
September 23 PSIA Event at ASIS**

While you're making travel arrangements to ASIS, be sure to arrive in time for the PSIA's Enterprise User Interoperability Showcase on Monday, September 23, at 4:30 p.m. in the Waldorf Room at the Hilton Chicago. The event is free but space is limited so please register today!



We'll be showcasing security end-users, including the security professionals at Cisco and Microsoft. Their respective physical security operations encompass thousands of IP-addressable devices and systems, from access control to environmental sensors, and protect thousands of their companies' employees worldwide. We'll demonstrate how the interoperability made possible by PSIA specifications is enabling these physical security operations to be cost effective yet innovative.

Scheduled speakers and demonstrators include Deon Chatterton, Senior Manager, Integrated Building and Risk Technologies, responsible for providing physical security services at Cisco facilities; and Mike Faddis, Group Program Manager of Microsoft Global Security. Microsoft Global Security provides physical security for Microsoft, Inc. operations around the world. We'll also update you on developments within the PSIA, including new profiles and proposed specifications and an exciting announcement.

It'll be a great networking hour too, with time to mingle with other security professionals, manufacturers, integrators and consultants over light refreshments.

Please make the PSIA part of your ASIS experience. Remember, space is limited so please register today!

REGISTER NOW



We look forward to seeing you in Chicago.

The PSIA Featured in Webinar, Podcast

SecurityInfoWatch.com is offering a webinar featuring the PSIA's chairman Larry Lien and Baltimore Police Lieutenant Sam Hood, among others, discussing unified information management programs. Check it out [here](#).

Also on SecurityInfoWatch.com, listen to a podcast featuring a conversation between SIW editor Paul Rothman and our own David Bunzel discussing the PSIA's Access Control and Intrusion Detection Profiles and more.

Click below to listen



Big Data Gives Standards-Based Security Big Opportunities

"Big Data," which is a hot business topic, is made up of vast quantities of "little" data from an amazing array of sources. In the security realm, video images, people counts, door events, sensor readings, card swipes, biometric readings, RFID tags, alarms and alerts--taken together, these and more comprise the Big Data our industry generates.

Sophisticated data analytics can parse physical security data combined with other data to reveal valuable patterns and correlations. A city's tourism bureau might combine historic weather data, video images and crowd counts from various venues on specific dates to understand tourist behavior patterns better and how to tailor discount offers to send to smart phones. Meanwhile, a security director might use the same data to scale resources more efficiently across different venues based on predictive analytics forecasts of trouble spots.

In short, security systems gather unique data that can be used to generate additional business value beyond securing the enterprise.

PSIA members building our specifications into their tools and systems will be well positioned to be part of the data revolution. Standards-based systems integrate faster with enterprise IT infrastructure and its tools; share data and intelligence more easily across many platforms; and eliminate the need for expensive and difficult-to-maintain custom interfaces.

During the upcoming ASIS annual show, the PSIA will again be demonstrating how our Working Groups are anticipating and acting on security, IT and business trends. Members adopting our specifications are positioned to deliver business value alongside better security solutions. You don't need Big Data analytics to know that's a winning proposition in today's markets.

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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