



# PSIA

THE PHYSICAL SECURITY INTEROPERABILITY ALLIANCE

A Quarterly Newsletter

Issue No. 1 — Summer 2009

### Member spotlight

VidSys' Dave Fowler discusses the reasons behind the company's decision to join PSIA.

Page 2



### ASIS 2009



An outline of PSIA's schedule of events at this year's ASIS conference in Anaheim.

Page 2

### Implementations

A list of companies that have implemented or plan implementations of the PSIA spec.

Page 2

### How far we've come

A letter from David Bunzel, executive director of PSIA.

Page 3

### Working groups



An update on the four PSIA working groups' initiatives.

Page 3

### Jump on the bandwagon

We have launched a networking group on LinkedIn and a Twitter page. Join in the discussion on IP technology standards at <http://www.linkedin.com/groupRegistration?gid=2173808> and track PSIA events at <http://twitter.com/PSIAAlliance>.

LinkedIn

twitter

## The Physical Security Interoperability Alliance Demonstrates Benefits of Interoperability

*Industry leaders leverage PSIA specification to enable communication between IP-enabled products*

SANTA CLARA, Calif.—The Physical Security Interoperability Alliance, a global consortium of physical security providers focused on promoting interoperability of IP-enabled devices in the industry, recently demonstrated its IP Media Device 1.0 specification working with Milestone video management software and an IQinVision camera.

"Taking a preliminary specification to a working implementation in less than one year demonstrates that the open-standards process is an effective means of improving



**During the demonstration, IQinVision's 4 series camera was able to communicate instantly with Milestone's XProtect Enterprise 6.5 platform.**

technology," said David Bunzel, executive director of PSIA. "This also marks a giant leap forward because we now have interoperable products and the Milestone implementation has provided impetus for other camera companies to include the PSIA spec in their products."

This was the first display of a video

surveillance camera and a video management system communicating over the network using the PSIA specification. Leveraging PSIA's open specification, Milestone's XProtect Enterprise 6.5 platform was able to instantaneously identify and communicate with IQinVision's 2MP IQeye camera.

"This demonstrates to our installed base and potential customers that they can rely on us to move the industry forward and deliver on our promise of a true open platform," said Eric Fullerton, president, Milestone Inc. and corporate chief sales and marketing officer. "We are clearly in the forefront as these standards are developed. Today, there are so many IP cameras being built that no manufacturer can build drivers for all of them. The quicker we get standards in place, the faster we can redirect the amount of resources we use to develop drivers to other innovative areas."

Continued on next page

## PSIA SCHEDULE OF EVENTS AT ASIS

*PSIA has reserved a room at the Hilton Anaheim Hotel, which is located adjacent to the Anaheim Convention Center.*

**Tuesday, Sept. 22, 2009 (all times local)**

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

PSIA Board Meeting

**9:30 a.m.**

Area Control Working Group meeting

**10:00 a.m.**

Plugfest (occurring throughout the day)

**11:00 a.m. to 3:00 p.m.**

One-on-one press interviews

**3:00 p.m. to 4:00 p.m.**

Product demonstrations

## IMPLEMENTATIONS

*The following is a list of PSIA members that have implemented or are planning to implement the specification.*

**IQinVision:** Camera (4/09)

**Arecont Vision:** Cameras (6/09)

**Hikvision:** Camera (6/09)

**Milestone:** VMS (6/09)

**Texas Instruments:** DSP.DM365 IPNC (8/09)

**EverFocus:** Video server, cameras (8/09)

**VideoTec:** Video agent (10/09)

**Synectics:** VMS (Q3)

**ACTi:** Camera (Q4)

**Genetec:** VMS (Q4)

**Pelco:** Endura VMS (Q4)

**Dedicated Micros:** Cameras

**Cisco:** 2000 and 4000 series cameras/Viper VMS

## Member spotlight

### VidSys joins PSIA

VIENNA, Va.—VidSys, a provider of Physical Security Information Management software, in June announced that David Fowler, the organization's senior vice president of marketing and product development, joined PSIA's Board of Directors.



According to Fowler, VidSys joined PSIA because it supports the organization's mission to tackle the interoperability challenges the physical security industry is currently confronting.

"Anything that helps to standardize the way devices speak to each other is good for the industry as well as customers," he said.

As the provider of a software platform that integrates with different vendor's technology, VidSys spends a significant amount of time interfacing with different devices. Fowler said standards will enable the company to focus its energies on fine-tuning its software's capabilities and developing new features rather than integrating new devices.

As a small company, VidSys has limited resources to allocate to developing interfaces to "the next camera that comes out," he said. "We should spend time making it easier for customers to manage the information in their systems. With a standard in place, it will be zero work for us to add a new device to a system."

Another challenge, he said, is that people are currently being used to "bridge the gap" between products to make IP systems work properly. Rather, they should be focusing on "how to best use the technology properly to help their business."

VidSys sits on a more than one PSIA working groups and Fowler is the vice-chair of the Recording and Content Management working group. He noted that this is a substantial investment, especially from a small company, but it is a critical initiative. "As a PSIM

vendor, we have no ax to grind. We come to the table with a completely neutral view of what the best technologies are and also provide perspective on the difficulties organizations deal with when there is not a common way to deal with other vendors' equipment."

### PSIA demonstrates spec

**Continued from previous page**

As more camera manufacturers develop IP ready products, it is imperative they incorporate interoperable standards like the PSIA's into their product line so their products can communicate with today's video management solutions like the Milestone platform without the need for a special driver or SDK.

"IQinVision is proud to have been the very first to implement the PSIA standard interface on our IQeye 4 Series line of cameras," said Ian Johnston, chief technology officer and vice president of engineering for IQinVision. "Given the simple nature of the PSIA protocol, it was easy to implement. We have made all of our PSIA interface code public domain and have donated it back to the community to help others understand how easy it is to adopt."

The IQinVision-Milestone demonstration comes just three months after PSIA ratified and released the 1.0 specification, which has been reviewed by technical experts that represent all segments of the IP security market.

"It is amazing that in a little more than one year we actually have a working interoperable specification," said Robert Hile, chairman of PSIA and director of Integrated Security Solutions at Siemens Building Technologies. "What we now need to focus on is its adoption across all industry sectors."

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).

# PSIA working groups

*The organization's working groups have been diligently working to develop test specifications and use cases. Here is an update of their progress.*

## **Recording and Content Management Working Group**

Dave Fowler, vice chair of the RaCM group, and senior vice president of marketing and product development with VidSys, said the RaCM group has a draft specification currently in review and expects to have it ready for general review before ASIS in September.

"Special thanks go to Roger Richter and James Wang from GE who have

done a lot of the heavy lifting on writing and modifying the specs," he said.

## **Area Control Working Group**

The Area Control Working Group has finalized its use cases, and developed a list of requirement from those use cases, reported Andrew Bulkley, chair of the group and product manager, access hardware with GE Security. "We have requested from any

of the participating organizations any existing specification we might start with," he said. "We reviewed a submission, determined it was not at the appropriate level for this Working Group's charter (it was not an IP-level specification); so, we have begun walking through data elements from the use cases to develop data definitions which can be used in the development of an area control specification."

## **IP Video Working Group**

Pete Jankowski, chairman of the IP Video Working Group, said the conformance testing plan is being developed to enable companies to self-test their drivers against the actual API. The conformance document has been completed. The group is also working closely with IQinVision, Milestone, Synectics and other participants to ramp up for the plugfest at the ASIS Seminar in September.

## **Analytics Working Group**

The analytics working group has had solid industry representation. Even though it took longer than anticipated, Events XSD development is complete. Metadata discussions have been started and use cases are being developed. Based on current pace, the first specification is three- to four-months away. Formal discussions with other working groups are critical to development of this first specification.

## Letter from the Executive Director

With the ASIS International Seminar & Exhibits right around the corner, the time is more critical than ever for PSIA to focus its efforts on the development and promotion of standards for IP-enabled physical security devices. We will have a substantial presence at the conference, our most focused effort at a trade show to date. This will include a 'plugfest' where a number of PSIA members will be able to



test and demonstrate the interoperability of software and hardware IQinVision, Milestone Systems, Texas Instruments, Arecont Vision, EverFocus and Hikvision are only some of the companies that will be involved in this demonstration.

Not only will we have a significant technology implementation, we are also ramping up our public relations efforts leading up to the show. We have retained Rhianna Daniels, formerly the editor of Security Director News, to lead our PR efforts. Rhianna will be facilitating one-on-one

meetings with key members of the security trade press at ASIS and will be on hand to answer any questions you as members may have regarding PSIA and its PR initiatives. This is just one step forward in our effort to build a consistent, strong message across all segments of the market and the sales channel.

Looking back, PSIA has made great strides since its formation a year and one-half ago. We have ratified and approved the 1.0 specification, and following the demonstration of the IQeye camera and the Milestone VMS platform, now have interoperable products. At ASIS, we will be showcasing the culmination of our efforts to date.

With that in mind, it is paramount that we focus on these successes. We embrace industry standards and feel interoperability throughout the whole spectrum of physical security products is key to organizations that use, integrate and develop products for the industry.

Since our inception, we have been working to make the industry better for the entire sales channel across all segments of the technology chain. At ASIS and throughout the remainder of 2009, we are forging ahead with our mission.

We are literally changing the industry — come witness it.

—David Bunzel, executive director, PSIA

## PSIA Board of Directors

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

## Public Relations

Rhianna Daniels  
Compass PR  
603.591.7209  
rdaniels@compasspublicrelations.com