



PSIA

THE PHYSICAL SECURITY INTEROPERABILITY ALLIANCE

A Quarterly Newsletter

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PSIA at ASIS

Members displayed PSIA messaging at their booths at ASIS International in Anaheim.

Member spotlight

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'Standard' webinar

View an archived version of 'Standards fuel industry growth', a webinar that focuses on the industry benefits of IP standards.

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Jump on the bandwagon

Are you following us yet? If not, join our networking group on LinkedIn and follow us on Twitter at <http://www.linkedin.com/groupRegistration?gid=2173808> and <http://twitter.com/PSIAAlliance>.



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PSIA Celebrates Successful Plugfest at ASIS 2009

Eight manufacturers join to demonstrate interoperability of PSIA-enabled products

ANAHEIM, Calif.—The Physical Security Interoperability Alliance successfully demonstrated the interoperability of PSIA-compliant products during a successful demonstration at the 55th Annual ASIS International Seminar & Exhibits in Anaheim, Calif.

At the plugfest, leading IP device manufacturers including GE Security, IQInVision, Arecont Vision, Milestone Systems, Everfocus, HikVision, Texas Instruments and Synectics demonstrated the interoperability of IP products implemented with the PSIA 1.0 API Media Device specification.

"The PSIA plugfest was a key



Participants in PSIA's in plugfest pose in front of a working interoperable solution at the Hilton in Anaheim, Calif.

landmark in the progression of standards from PSIA. Prior to this point, the PSIA specs have been approved and available, but this event marks the groundswell of implementations that are becoming available from key security manufacturers. And, many more implementations are on their way this year," said Roger Richter, Chief Engineer, GE

Security, and Chairman of PSIA's Systems Working Group. "Standards don't become standards until they are implemented and they interoperate. For PSIA, this is happening now. This is what 'IP convergence' is about."

The PSIA specification enables interoperability between disparate products, expanding opportunities for companies that provide solutions to the physical security marketplace, and breaking down proprietary barriers for systems integrators and end users.

"The PSIA standardization effort is extremely important to the megapixel market. With a broad camera line-up ranging in resolutions from 1 to 10 megapixels and new models being introduced every few months, we have had to overcome a constant challenge of closely working with a large number of NVR providers to assure seamless interoperability of new devices with their platforms," said Raul Calderon, Vice

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MISS THE RECENT WEBINAR?

PSIA participated in VidSys' webinar, "Standards Fuel Security Industry Growth" alongside Andy Bulkley from GE Security and Dave Fowler from VidSys. More than 100 people registered for the webinar.

Access the archived version of "Standards Fuel Security Growth" at <http://vidsys.com/standards-fuel-security-growth/?source=PSIAWebinarReplay10282009>

IMPLEMENTATIONS

The following listing are the name of PSIA members that have implemented or are planning to implement the IP Media Device or RaCM specification.

IQinVision: Camera (4/09)

Arecont Vision: Cameras (8/09)

Hikvision: Camera (6/09)

Milestone: VMS (6/09)

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

EverFocus: Video server, cameras (8/09)

VideoTec: Video agent (Q4/09)

Synectics: VMS (Q3/09)

ACTi: Camera (Q1/10)

Genetec: VMS (Q1/10)

Member spotlight

Milestone talks benefits of standards

BEAVERTON, Ore.—Milestone Systems has been focused on the benefits of an open platform since its inception. It has marketed itself as the 'open platform' company that can interface with any camera. When the standards



effort began, many industry insiders debated whether Milestone would get involved. But the company has joined both the Physical Security Interoperability Alliance and the Open Network

Video Interface Forum, providing these groups with its support and industry expertise.

Milestone was interested in joining standards initiatives for many reasons but most prominently was its interest in reducing R&D costs, said Eric Fullerton, Chief Sales & Marketing Officer, Milestone Systems.

"The adoption of standards will help Milestone reduce development efforts currently focused on developing drivers and redirect those efforts to enhance and expand our product lines to better serve the needs of our customers and end users," he said.

Fullerton said Milestone's support of standards development has demonstrated to its installed base and potential customers they can rely on the company to help move the industry forward and deliver on its promise of a true IP platform.

Milestone was one of the eight companies that participated in the PSIA plugfest at the 2009 ASIS International Seminar & Exhibits in Anaheim, Calif., in September. Kent Sumida, Pre Sales Manager, Milestone, praised the efforts of the companies that participated in the interoperability demonstration and noted that the success of the plugfest further demonstrated Milestone's commitment to this effort.

"At Milestone we are excited to be a frontrunner among the VMS vendors to support the PSIA standard," said Henrik Friberg Jacobsen, VP Strategic Alliances & Co-Founder, Milestone. "Over the past years we have developed hundreds of purpose-built

drivers for non-standardized cameras. While we will have to continue doing so for some time, it is great to experience the first plug-and-play integrations with new cameras using a single reusable general purpose PSIA driver."

PSIA demonstrates spec

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President, Strategic Relations, Arecont Vision. "With the growing acceptance of the PSIA standard, we expect to be able to increase the rate of innovation, introducing more models that address different market segments, while avoiding the delays and effort associated with integration of each new device in a wide variety of platforms available on the market."

"PSIA's plugfest at the ASIS seminar was the culmination of months of hard work and dedication by many PSIA members including IQinVision," said Pete DeAngelis, President & CEO, IQinVision. "The work PSIA has accomplished is critically important as it helps network devices work together seamlessly, which will propel the widespread adoption of IP-based technologies industry-wide. IQinVision supports the development of specifications like those from PSIA, as they enable us to provide more innovative technologies and enhanced value to our partners and end customers alike."

"Hikvision was pleased to see a variety of companies taking part in the plugfest at ASIS and applauds all of them for their dedication and support of PSIA's mission," said Tony Yang, International Marketing Director, Hikvision. "Hikvision is thoroughly committed to supporting the development of IP standards as it creates more opportunity for us, our partners and end customers. We look forward to our continued participation in PSIA demonstrations."

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

The RaCM working group released the draft version of the Recording and Content Management specification for public comment in the beginning of October. The document will be available for review on the PSIA Forums until Nov. 15. Visit <http://www.psialliance.org/documents.html> to access it.

Area Control Working Group

The Area Control WG has documented the following Use Cases:

- Arm an intrusion panel protection area from an access control panel
- Disarm intrusion panel protection area from an access control panel
- Pass message from an access control panel to an intrusion panel
- Pass message from an intrusion panel to an access control panel

—Intrusion panel provides current status information to the access control panel

The Area Control Working Group is also actively recruiting volunteers to assist in the development of the area control specification.

IP Video Working Group

Most notably, the IP Video WG's IP Media Device API specification showcased the interoperability of video products at the first

plugfest at ASIS in Anaheim. But the work has not stopped there. Later this year, we can expect the Self Certification Software Suite for Interoperability Certification with the PSIA IP Media API Specification to be available. Also, version 1.1 of the Media Device API is under review by the working group for submittal to PSIA later this year.

Analytics Working Group

The planned timeline for the Analytics WG includes:

- Complete analytic capabilities definitions, November 2009
- Complete draft specification, End of 2009
- Complete specification for public review, February 2009
- PSIA Video Analytics 1.0 Specification, ISC West 2010
- Begin Phase 2 specification for rules configuration – 2Q10

Letter from the Executive Director

Our plugfest at this year's ASIS International Seminar & Exhibits was a huge success in many ways. First, we were able to showcase the interoperability of multiple devices with the 1.0 Media Device specification. GE Security, IQinVision, HikVision, Arecont Vision, Texas Instruments, Synectics, Everfocus and Milestone took part in this momentous demonstration. Throughout the day, engineers from the implementing companies worked through the technical details of their respective products, checked interoperability, and without exception were able to get their products to have a smooth integration with other PSIA-enabled devices and software. I want to personally thank all of these companies and their teams for their efforts and dedication.



Second, we were able to draw many interested parties to the event including representatives from Panasonic and Sony, and Tom Cashman, general manager of video products for GE Security, as well as members and companies interested in becoming members.

Third and finally, we were able to produce a significant amount of buzz for PSIA. This was accomplished through the plugfest and one-on-one media interviews we conducted throughout the day. Media reports on the plugfest itself as well as PSIA's efforts appeared in Security Systems News, SDM Magazine, Security Magazine, Security Squared and Securityinfowatch.com.

Sam Pfeifle's blog post titled, "Plugfest Lovefest" provided a great review of the event. It can be found at <http://www.securitysystemsnews.com/blogs/?p=2554>.

We not only boosted the awareness of PSIA externally, but this successful event rallied our core members together. All of us who have worked diligently to make the PSIA relevant can reflect with pride on accomplishing a successful interoperability demonstration.

But the plugfest only focused on one specific piece of our value proposition and that was video surveillance. We have significant momentum in our other initiatives, which are progressing faster than any of us expected. The Recording and Content Management draft specification is available for public comment until November 15, and the other active working groups — Video Analytics and Area Control — are planning to have specifications and concepts in place that will demonstrate interoperability across all product categories. At ISC West, we will be

forging ahead with an interoperability demo that will span all product categories.

Since ASIS, interest in PSIA has especially grown overseas, specifically in Asia, as companies here are finding the specification is easy to implement. Companies in this emerging market can substantially benefit from IP standards because this will enable their products to be integrated with others without costly R&D expenses, which small manufacturers cannot afford.

In the months leading up to ISC West, our members will continue to work toward building our specifications and enhancing the ones we have released, and our marketing, PR and membership-building efforts will continue at an accelerated pace.

PSIA has made impressive progress since our inception in 2008. I want to personally extend an invitation for companies to join our efforts, be part of the process and help us to continue making interoperability a reality for the physical security industry,

—David Bunzel, executive director, PSIA

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