



For Immediate Release

The PSIA Elects Larry Lien of Proximex and Marine Drive of Honeywell as Officers

Santa Clara, Calif. (Business Wire) – July 6, 2011 – The Physical Security Interoperability Alliance (PSIA), a global consortium of physical security providers focused on promoting the interoperability of IP-enabled devices, today announced it has elected Larry Lien of Proximex as its new Chairman and Marine Drive of Honeywell as Vice Chairman.

“We are pleased to have two extremely strong individuals help lead our initiatives and serve as advocates for interoperability in the security industry,” said David Bunzel, Executive Director, PSIA. “The combined business and technical expertise from Larry and Marine will allow the PSIA to maintain momentum in achieving widespread market adoption of the group’s specifications.”

As PSIA Chairman, Lien will work closely with the PSIA Board to develop strategies that maintain the organization’s leadership position in the marketplace. Lien is currently Vice President of Product Management for Proximex, the leader in event and information management for both physical and logical security markets.

“The PSIA has demonstrated that a complete systems approach is the best way to meet the critical need for industry standards,” said Lien. “As global organizations require more integrated security environments, there is a greater demand for open standards that facilitate communication between systems, not just devices, for fast implementation and correlation of critical information. I see many important opportunities available for Marine and me to help raise the level of awareness and speed market adoption of the PSIA specifications. Better systems-level standards will advance the functionality and interoperability between systems to improve the end user experience and allow faster integration of disparate systems.”

Lien is a veteran of the software industry with more than 20 years of experience in marketing, product management and business development. Prior to joining Proximex, Lien held executive and general management roles at various IT and electronic security organizations, including Resonate, NetIQ, Intel and IBM/Micromuse. Lien holds a B.S. in electrical engineering from University of Illinois and an MBA from University of Michigan.

As Vice Chairman, Drive will help vendors define the business case and migration strategies needed to adopt and implement the PSIA integration standards. “PSIA has been

successful in rapidly developing specifications because of its open and collaborative process,” commented Drive. “The group’s commitment has laid the groundwork for truly interoperable specs and products. I am looking forward to working with Larry and the rest of the PSIA team to help accelerate these efforts.”

Drive, global director of integration for Honeywell Security Group and a 12-year company veteran, played an instrumental role in authoring the PSIA Area Control standard and leading an integrated demonstration of the PSIA system specifications along with several other companies at ISC West 2011. He has multiple years of strong expertise in product design and innovation in the areas of access control, video and security product integration and, holds more than 20 patents in the security industry. Drive has a B.E. in computer science from Madurai Kamaraj University.

About PSIA

The PSIA is a global consortium of physical security manufacturers and systems integrators focused on promoting the interoperability of IP-enabled security devices across every segment of the industry. PSIA supports open and license-free standards and specifications. 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 1,700 industry professionals have downloaded PSIA’s specifications. For more information, visit <http://www.psialliance.org>.

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