

**September 8, 2008**

## **New IP Media Device API Specification Targets Physical Security Product Interoperability**

**Santa Clara, Calif., September 8, 2008** — The Physical Security Interoperability Alliance (PSIA) today released an IP Media Device Application Programming Interface (API) specification to improve the interoperability of physical security products using standards-based IP networks. This specification is the first revision recommended by the PSIA, an open-membership organization created to promote the interoperability of IP-enabled security devices.

The scope of this initial specification is centered on IP-enabled video surveillance devices, such as IP cameras, encoders, and digital video recorders. It enables physical security and video management systems to recognize and change the configurations of various IP media devices and control their behaviors. It also eliminates the need for device driver customization in order to achieve interoperability among products from different manufacturers.

"The IP Media Device API specification addresses important issues, such as device discovery, configuration and command and control, and represents one of the first steps towards true interoperability and industry-wide convergence," said Pete Jankowski, PSIA Video Expert Group Chairman and Chief Technology Officer of Cisco's Physical Security Business Unit. "The specification describes a uniform set of methods for communicating with standard IP networks and offers manufacturers, system integrators, and application developers an opportunity to improve interoperability and add substantial customer value."

The following industry leaders have recognized the importance of leveraging existing IP standards used in the networking industry and endorse this initial specification: Adesta LLC, ADT Security Services, Cisco Systems, CSC, DVTel, GE Security, Honeywell, IBM, IQinVision, Johnson Controls, March Networks, ObjectVideo, Orsus, Panasonic, Pelco, Santa Clara Consulting Group, Texas Instruments, Verint and Vidyo.

The PSIA will continue to expand the specification to incorporate interoperability of electronic access control, intrusion detection, and other multi-vendor physical security systems and devices that exchange information with the network.

“The benefits of this standardization will impact organizations directly by simplifying the implementation process and reducing ongoing operational costs,” said John Fenske, Director, Global Product Programs & Support, Johnson Controls. “It leaves customers free to deploy the IP security devices that best meet their requirements without concern for interoperability barriers.”

Mike Davis, Vice President of Research and Development at March Networks, added, “New interoperability standards, such as this IP Media Device API specification, will enable organizations to rapidly deploy, integrate and manage best-of-breed physical security applications, devices and systems from multiple vendors over a converged IP network. Equally important, it will allow them to evolve their solutions by leveraging additional technology advancements while protecting existing investments.”

The IP Media Device API specification was created by the alliance’s IP Video Expert Group, which includes leading physical security and IT system manufacturers and integrators. It is available on the PSIA website at [www.psialliance.org](http://www.psialliance.org). An accompanying use case, which details how the specification can be applied in IP video deployments, is also available at [www.psialliance.org](http://www.psialliance.org).

## **About the PSIA**

The Physical Security Interoperability Alliance (PSIA) is an open-membership organization founded in February 2008 to promote the interoperability of IP-enabled security devices. Participating companies include Adesta LLC, ADT Security Services, Cisco Systems, CSC, DVTel, GE Security, Genetec, IBM, IQinVision, Johnson Controls, March Networks, ObjectVideo, Orsus, Panasonic, Pelco, Santa Clara Consulting Group, Texas Instruments, Verint and Vidyo. For further information on PSIA initiatives and participation, please visit [www.psialliance.org](http://www.psialliance.org).

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