

# Securing New Ground™

OCT. 2007 VOLUME 3, NO.4

## THE BUSINESS OF SECURITY



**Register Now!**  
**November 13-14, 2007**  
**Roosevelt Hotel,**  
**New York City**

**The industry's # 1  
conference where:**

- ✓ Deals are done.
- ✓ Information is gleaned.
- ✓ Growth plans are developed.
- ✓ Industry leaders and investors network.

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Quick Registration**  
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Hear from and network with security industry leaders and investors from IBM, ADT North America, CapitalSource, Nortel, Protection One, Brinks Home Security, Stanley Security Solutions, GE Security, Cisco, Pelco, Digital Security Controls—and more.

Register online at [www.securingenewground.com](http://www.securingenewground.com)

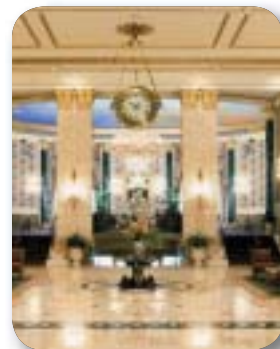


# Don't Miss the Best SNG Conference Ever!

## November 13 -14, Roosevelt Hotel, New York City

Securing New Ground partners work year-round to craft an agenda and recruit speakers that will address the security industry's most important issues, share timely market data and insight and identify near- and long-term growth and revenue opportunities. This year's agenda is jam-packed with topics you want to hear about, from the role and future of systems integrators and the state of false alarms to trends that will change the industry landscape and the evolving video marketplace.

To find out what learning and networking opportunities you'll be missing if you miss 2007 Securing New Ground, check out the complete agenda for the industry's premier conference focused on the business of security.



### 3 Easy Ways to Register

#### 1. Online at

[www.securingenewground.com](http://www.securingenewground.com)

Just complete and submit the secure registration form online.

#### 2. Phone: 440-286-4900

We'll confirm your reservation with you on the phone.

#### 3. Fax: 440-286-9169

Fill out the registration form and fax it to us.

Print registration form

### Ready to register? It's fast and easy. Your registration fee includes:

- All conference materials and handouts including the Lehman Brothers *Security Annual 2007* (\$795 retail value) and *The Security 500* research report (\$395 retail value)
- Cocktail and networking reception
- Breakfasts, lunches and refreshments during conference

### Hotel reservations

SNG will be held again at the spectacular Roosevelt Hotel, located at 45th and Madison Avenue. To make room reservations, call the hotel directly at 212-661-9600 or toll free at 888-TEDDY-NY (888-833-3969). Standard room rates are \$400 and up per night. Special rate SNG rooms usually sell out before October, but you can call the SNG Office at 440-286-4900 to check availability.

## Top 10 Reasons to Attend

Why industry professionals tell us they attend—and keep on attending—Securing New Ground.

1. Network with the industry's top executives
2. Identify growth trends and opportunities
3. Validate your business plans
4. Uncover new sources of revenue
5. Find potential funding
6. Meet investors and learn what attracts them
7. Discover what customers really think about today's products and services
8. Hear how IBM, Nortel and Cisco are changing the playing field
9. Obtain valuable market research
10. Gain Wall Street's perspective on the market

Register online at [www.securingenewground.com](http://www.securingenewground.com)

# Maximize Your Investment in SIA: A Phenomenal Industry Resource

Legacy  
Sponsor

Wendy Diddell, executive vice president, Corporate Development, Richardson Electronics, is the new President of the Security Industry Association (SIA). "My predecessor, Bill Gorski, and the SIA Board did a great job of diversifying SIA membership to reflect the evolving global security industry today," she says. "Our goal now is to drive SIA deeper into our member organizations in order to widen participation and further strengthen SIA's relevancy to members and the security industry."

"If you've paid your SIA member dues and gotten your ISC discount you've only scratched the surface of what SIA membership has to offer," continues Diddell. "By taking advantage of more of SIA's many programs and offerings, you can drive costs down in your organization, improve productivity and impact the present and future of the security industry."

Diddell highlighted several benefits of SIA membership and participation. Read more benefits at [www.siaonline.org/membership](http://www.siaonline.org/membership).

- **Be heard.**

SIA is reaching out to members through phone calls and site visits to better understand their programs and products and to personally introduce members to SIA resources that can strengthen and grow their business. "We value our members and want them to see how their membership investment can provide value for their bottom line and for the industry as a whole," states Diddell.

- **Access industry research.**

"The security industry needs more market data," asserts Diddell. "SIA provides critical, current and useful information that high level management can use to make, and validate, business decisions." Recognizing members' busy



Wendy Diddell, SIA President

schedules, some SIA information comes in short, easy to read formats, such as the *SIA Market and Policy Overview*. This electronic "blurb" delivers insider information on events and trends impacting the business climate and the security industry. "You can read it quickly on your Blackberry and forward the intelligence to others in your organization," she adds, "who can dig into it further."

## About Wendy Diddell

Wendy Diddell's career began at Philips Consumer Electronics in 1991, where she was responsible for the Observations Systems product sold through retailers nationwide. In 1997, she moved to Ultrak as Vice President, Sales and Marketing. Six years later she joined Richardson Electronics to head the Security Systems Division. After that division was sold, Diddell was appointed Executive Vice President, Corporate Development, to evaluate and improve Richardson's three remaining business units. A native of St. Louis, Diddell earned her undergraduate degree at the University of Missouri and an MBA at the University of South Florida. She lives in Dallas.

- **Be the industry's eyes and ears.**  
SIA industry groups formulate and implement policies, guidelines, standards and strategies in areas such as access control, biometrics, CCTV, fire protection, monitoring and systems integration. Diddell suggests that executive level members encourage specialists on their staff to participate in an industry group. "By doing so, they can help create new products and services to meet real-world needs," she says.
- **Influence public policy.**  
SIA's Government Summit is the premier legislative conference in the government security market. In 2007, the event attracted several members of Congress and the GSA Administrator. Involved SIA members work with the government to set appropriate legislation that will meet the considerable security challenges in the world today.

"SIA is a phenomenal industry resource. I encourage you to get more people involved from your organization to maximize your investment and help SIA fulfill its mission of improving the security industry," concludes Diddell.

# Convergence Faster Than Forecast

“Two years ago, research estimated IP system growth at 40 percent a year,” says Fredrik Nilsson, general manager, Axis Communications. “We’re already seeing growth over 50 percent because of IP system capabilities and the many new players, including Cisco and IBM, driving the message of convergence.”

Axis is a global leader in network video. “We work with integrators, strategic partners and end users to identify innovative products for the video surveillance market,” adds Nilsson, “and then develop products as quickly as possible. Sales have been excellent after each release, which illustrates that end users want more network cameras and understand they are the best way to build a video surveillance system.”

New Axis products in the past few months include (read more at [www.axis.com](http://www.axis.com)):

- The *AXIS 209 FD-R*, a compact, rugged camera for the mobile environment. A built-in camera tamper



AXIS 233D

alarm alerts operators if a camera is covered or moved. “Useful video intelligence is important to end users because systems are getting so big today,” notes Nilsson.

- The *AXIS 233D*, a high-performance pan/tilt zoom camera with 35x zoom, electronic image stabilization and progressive scan.
- *Video encoders*. “We haven’t forgotten about the millions of installed analog cameras,” says Nilsson. “The *AXIS 243Q* blade version provides a high-density video encoder

rack solution and the small *AXIS 247S* is powered over Ethernet.”

Axis is also working to foster even broader network video adoption through strategic partnerships and education. “Network video is only one piece of an integrated system,” explains Nilsson, “so we are partnering with hundreds of software, storage, network and other companies to make sure our products work together and deliver a complete solution.”

“We also know that education is crucial to success in a new and growing market,” continues Nilsson. “We provide that education by publishing articles and case studies and offering certification through the *AXIS Academy*.” The three-year-old *AXIS Academy* has certified 3,000 people worldwide on IP products and technology.

*Fredrik Nilsson is a member of Wednesday’s “Tech Trends in the 21st Century” conference panel.*

## And Now the Good News...

By Bill Polk, Managing Director, CapitalSource

The global mergers and acquisitions boom that began around 2003 is ending—and the security industry will not be immune. While M&A activity through June 2007 was at its highest annual rate ever, the market is now running out of steam. In August 2007, there were a reported \$222 billion in deals globally, the lowest total since July 2005 and significantly below the April 2007 level of \$695 billion. Private equity firms and corporations that rely on debt financing are finding it very difficult to raise debt on the favorable terms they had become used to. As a result, purchase price offers will decline and M&A activity will slow.

As of this writing, it is too soon to predict when debt markets will stabilize. But the good news is that, despite these challenges, well-informed investors are being presented with a steady stream of new, exciting opportunities

in major security sectors, including physical security, homeland security and public safety. The line between the security and defense industries has blurred, pushing the scale of the industry to levels unimagined prior to 9/11. According to London-based Venture Business Research, venture capital and private equity investment in U.S. and European security and defense companies has surpassed \$5 billion this year compared with just over \$3.5 billion in the corresponding period in 2006.

Governments, particularly in the U.S. and UK, are looking increasingly to smaller private sector companies for innovation in areas such as weapons detection, surveillance, bio-defense and IT security. The U.S. Department of Defense invests approximately \$1 billion annually in early stage research and development projects in small technol-

ogy companies. In the UK, suppliers are having a greater role in defining security solutions.

Powerful economic forces are shaping the security industry today...transnational criminal and terrorist networks, regional conflict expansion, digital and biological technology developments, government outsourcing and massive increases in private and public sector capital investments in security projects. These forces will drive long-term value of the security industry beyond the shorter-term ups and downs of the credit markets.

*Hear more from Bill Polk during the Tuesday morning “Follow the Money” panel discussion.*





Chambers

## Video Analytics on Every Camera

Cernium ([www.cernium.com](http://www.cernium.com)) is paving the way for wider adoption of video analytics. “We want to change the way the security industry thinks about analytics,” says Craig Chambers, Cernium president and CEO. “So we began by asking, ‘What could you do if analytics weren’t limited by cost or functionality? When we realized the answer—that analytics could be put on every camera to provide more effective security and additional useful information—we set about developing analytics-enabled products to make that a reality.”

The result is a new generation of products that deliver analytics anywhere, including Cernium’s new *High Density Analytics Server* (HDAS) and analytics-enabled DSP for edge devices.

“The high cost of hardware and real estate has severely limited analytics’ adoption,” states Chambers. “To change

the economics, we refined the algorithmic engine in our *Perceptrak* enterprise product to run on a blade. More than 100 video streams can be processed on a single blade, bringing hardware costs down to about \$10 per channel.”

HDAS also lets users apply the full breadth of analytics’ functionality. Because the algorithms have historically consumed significant processor capacity, users of most analytics products have had to choose just a single event to detect, like a left bag or a moving vehicle. The HDAS engine is not limited in this way and can detect a full range of events in every video stream. “Until now, users and systems integrators have thought of analytics as just another point alarm function, like a motion sensor or a smoke detector,” describes Chambers. “Without the one-event-per-camera restriction,

users can select combinations of activities that can capture a security threat in real time or after the fact using automated search for any and all behaviors of interest on every video channel.”

Lower cost and flexible functionality change the analytics paradigm in a big way. “It makes analytics practical on all cameras and shifts the discussion from individual event detection to overall security,” continues Chambers. “Security operators can use analytics to interdict crime, reduce vandalism and monitor vehicle and people traffic. Analytics can be a security force multiplier in a way it never has before.

“With analytics everywhere, we’ve moved the discussion forward,” he concludes. “It isn’t about boxes on the screen any more. It’s about harnessing useful information from video to enhance security.”



Hébert

## Focus on the Delivery of Secure Identity

By Denis Hébert, president and CEO, HID Global

Over the last 12 months, HID Global has developed a new strategic direction. The development process was a major investment in time and resources and resulted in an expanded corporate strategy that will allow us to strengthen our core business while focusing our unique competitive advantages for future growth. The fundamental tenet of our strategy is this: HID Global is focused on creating customer value as the trusted source for products, services and know-how related to the delivery of secure identity.

We have looked at our business from the perspective of trying to understand where we must be in the future to better serve the evolving needs

of the overall security market, the definition of which is not limited to physical access control as we know it. Convergence of the physical and logical domains has been a prediction for some time, though painfully realized until now. HID Global’s introduction of our *Crescendo* product simplifies this objective by bringing together a seamless offering to address the requirement of secure identity for both physical and logical access. *Fargo* becomes a building block in the delivery of secure identity from a secure issuance perspective. *Edge* becomes a key element in bridging the physical concept of secure identity within the IT network. *HID Identity* and

*HID Connect* provide extensions to the identity framework through either partners or services. For more on HID Global products, go to [www.hidcorp.com](http://www.hidcorp.com).

Future developments are even more exciting, as we work to extend the concepts of trust and devise efficient mechanisms for the delivery of secure identity. HID Global is changing to address the needs of a changing landscape, and we intend to be at the forefront in our role as the trusted source.

*HID Global’s Kathleen Carroll is a panel member in Wednesday’s “RFID Transportation and Supply Chain Security” session.*

# Convergence – The Next Step

By Ben Cornett, President, Honeywell Security

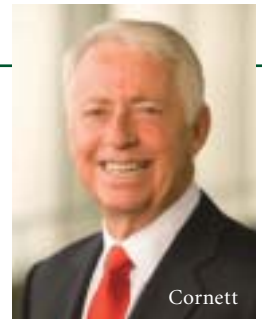
“Convergence” is an important theme and it’s having an impact on nearly every area of the security industry, driven by new technology, economic forces and regulatory change. All around us, we see once separate areas being blended together.

In the security industry: Access control, video surveillance and intrusion, once worlds apart, can now work as one. Honeywell’s *ProWatch Security Management System* shows how well this can be done and it was recently announced that *ProWatch* can now be seamlessly integrated with the *VISTA* series, the industry’s most popular intrusion products.

We are also seeing the integration of IT and physical security systems—a convergence that can bring higher security to both physical assets and data, and an improved ROI on IT and security infrastructure investments.

This can be as simple as using digital video cameras on an existing LAN for video surveillance and as complex as using virus threat information to proactively control physical access to a building. When connected to HR, IT, Accounting and other business systems, security can go beyond its primary mission of protecting people and assets by helping to drive business process efficiency.

Honeywell has established strategic relationships with key IT players, including Novell, Imprivata, ActivIdentity, and ImageWare. That, and the recent introduction of *SmartPlus Convergence*, an end-to-end solution integrating physical and logical security, demonstrates Honeywell’s commitment to being in the forefront in this area. See more Honeywell Security products at [www.honeywell.com/security](http://www.honeywell.com/security).



Cornett

Convergence has also become a fact of life in communications, leading to transformational changes where the divisions between the traditional landline telephone, the mobile telephone and the Internet are melting away. While a great challenge at first, these changes are enabling an array of new services like use of the Internet as the primary means of alarm communication, remote video look-in through PDAs and other devices and even controlling alarm systems through SMS text messaging.

One thing is clear, convergence is here to stay. While the rate of change may continue to accelerate, at the end of the day, convergence will mean a security system that will be more effective and even more vital to an organization than it is today.

## No Magic Required

**ImmerVision brings realistic panoramic imaging solutions to the industry.**

ImmerVision’s success is based on a reality that the security industry can no longer ignore. “If your security cameras can’t see it all,” notes Alessandro Gasparini, chief commercial officer, ImmerVision, “then how secure are they?” ImmerVision has a state-of-the-art panoramic imaging solution to this problem, the first of its kind in the world.

The *IMV1-1/3* Panomorph lens, designed specifically for security surveillance, offers users a 360-degree field-of-view without any distortion, in greater detail and with more flexibility than any other standard lens, including mirror and fisheye lenses. “The best part,” continues Gasparini, “is that you don’t need to change your system. Just add the *IMV1-1/3* lens to your existing cameras and you’ve solved your

problem. No blind spots, even with simultaneous multiple views from the same camera. Everything is visible at all times, for viewing, recording and replaying.

“Even highly secured areas, where hundreds of the most sophisticated video surveillance cameras are used, face dangerous blind spots in their security grids,” explains Gasparini. “Since the launch of the *IMV1-1/3* Panomorph lens in the fall of 2006, we are seeing an increased demand, from both the U.S. and Europe, to fill these grid holes with 360-degree panoramic technology.”

ImmerVision’s revolutionary Panomorph technology is the recipient of the 2007 Frost & Sullivan Award for North American Technology Innovation of the Year. The term “panomorph”, used

by the scientific community, is derived from the Greek word

“pan” meaning all, “horama” meaning view, and “morph” meaning form. Providing full panoramic functionality to the world with their innovative yet convenient approach is the ongoing mission of the company, confirmed by the growing number of enthusiastic “converts” within the industry.

ImmerVision, founded in 1999 and headquartered in Montreal, Canada since 2003, has established six worldwide patents for its panomorph optics and software. For more detailed information, go to the company’s Web site at [www.immervision.com/360security](http://www.immervision.com/360security).



Gasparini



# Regulated Security— Are You Ready?

The security industry is big business, and it's about to get even bigger due to fast growth in what Dan Weiss, CEO and president of Infrastruct Security, Houston, calls "regulated security." The growth driver behind the burgeoning regulated security market is government mandates for critical private infrastructure physical security. Critical infrastructure consists of systems deemed essential for operation of the economy and government.

To date, the financial, petrochemical and water industries have become subject to these new infrastructure regulations. The regulations are stringent and specific and non-compliance can put companies at risk. For example, Weiss notes that the Chemical Security Provisions in the 2007 Homeland Security Appropriations bill require chemical facility owners and opera-

tors to perform vulnerability assessments and establish site security plans. "Homeland Security will audit facilities, and, if companies come up short of requirements, they will be subject to significant civil and criminal penalties and the possible suspension of operations," he explains.

Weiss compares this wave of regulation with that of the 1960s, when the government began to require the private sector to meet environmental standards for air, water and land use quality. "Those regulations created opportunity for environmental firms," he explains, "and critical infrastructure regulations are creating tremendous opportunity for security firms."

Infrastruct's short track record bears out Weiss' optimism about opportunities in regulated security. Although this convergent security integrator's

roots date back to 1986, Infrastruct was launched in 2006. In just over a year, the company has become the dominant player in regulated petrochemical security in the three states that make up the "epicenter" of western petrochemical interests—Louisiana, Oklahoma and Texas. "We simply ask petrochemical companies, 'Are you ready to face an ever-growing, changing security regulatory environment?' and then tell them that Infrastruct is uniquely qualified to help them be ready," says Weiss.

Infrastruct exceeded its benchmarks and has grown to over \$20 million total revenue in 2007. "Based on our expertise, experience and dominance in this new market, we expect to see continued strong growth in 2008," states Weiss. Learn more about Infrastruct at [www.infrastructsecurity.com](http://www.infrastructsecurity.com).

## Need More Video Storage?

Video surveillance applications are growing, but end user budgets for video storage are not keeping pace. What's a security director to do? "Call Intransa," says Bud Broomhead, Intransa CEO. "Our systems have the features and strengths of IT network storage without the high cost or complexity of those systems."

Before purchasing data storage, Broomhead suggests considering:

**All storage is not created equal.** Buyers should compare the capacity, performance and manageability of storage systems. "You can buy five terabytes of storage from many vendors," he states, "but ask yourself: Does it have the reliability of security-grade storage? Can it grow in scale and performance so you don't have to undertake costly upgrades in the future? Will adding cameras and increasing frame rates require a new interface and staff training on that interface? What protocol does it use?" Intransa's storage can



Intransa EdgeBlock

grow from four to 1,000 terabytes and support a few or tens of thousands of video surveillance cameras at various frame rates and resolutions. Read more about it at [www.intransa.com](http://www.intransa.com).

**There's more than one kind of cost.** Broomhead says that, in the IT world, operating costs (OpEx) over a three-year period have been found to exceed purchase prices (CapEx) by 2.5 times. "To justify the cost of a new storage system and protect your investment in it," he says, "look at both CapEx and OpEx. If a system is complicated, you may have more staff time involved to run it. If it's not scalable, you may have

to dump it and buy a new system in a few years."

**Interoperability is key.** "IP is the place to be in video storage and interoperability is a must," explains Broomhead. Intransa's StorAlliance Technology Partner Program for video surveillance and software vendors ensures interoperability. "Our experience with companies such as AMAG, Axis, CNL, IndigoVision and Milestone enables us to offer demonstrated interoperability with software and devices that impact storage," he adds.

Adam Shane, of AMAG Technologies, Inc., a leading manufacturer of security management systems for the commercial and government markets, says "After comparing the latest storage offerings from many vendors, we selected Intransa for our customers. Their security-grade IP storage is unique in its affordability, scalability and ease of installation and use."

# A Closer Look at Your Hiring Process

By John Rose, NEIS President



From salespeople to technicians to central station operators, security companies face constant challenges in filling positions with the right employees. While there are many candidates available, which one is the best fit for your company? And who will do the best job of taking your company to the next level?

The situation is made more challenging by “converging” technologies. The skill sets and experience level required to work with IT networks and IP cameras, and to know how to “integrate,” has changed the scope of products and services, as well as how they are brought to market and even installed.

Finding employees today is complex in an industry you are familiar with. It will be even more difficult selecting the right IT/IP-centric employees for

your organization. For example, can your organization do a good interview/screen for qualifications that deal with MCSE cert, Cisco cert, Network cert, IP protocol, IP interoperability, MS SQL, VB6.0 or Firewalls?

To find the right employees, the best place to begin is by identifying what your company does well and doesn't do well. By examining your company's successes and limitations, you'll have a better understanding of the skill sets and certifications employees will need to do well in your organization and those that may not be a good fit for the position.

Next, focus on the three main reasons why employees leave your company or are fired. This further helps you pinpoint the type of employee who will succeed in the position. For example, if

the last three salespeople quit because the job involved a lot of travel, you can eliminate candidates who aren't willing to travel.

Finally, ask yourself how well employees who most recently held the position met the goals your company set for them. This forces you to review how you establish and communicate goals for employees. With a clearer understanding, you can better match potential employees to those expectations.

Armed with this knowledge, you can now develop a more accurate position description to better identify and hire the right employees with the proper skill sets who will help make your company more successful.

John Rose can be contacted at [john@neisnet.com](mailto:john@neisnet.com).

# Night Vision Technology Brightens Security Picture

By Richard Hudak, International Security Consultant



Split second, accurate decision making is needed from security professionals who are charged with protecting high-value assets. The decision making process involved in threat detection, assessment and response is only as good as the information provided by the security system, which must function with speed **and** accuracy. Video cameras are the backbone of most security systems, but, unfortunately, cameras are severely compromised at night due to deficiencies in their current night vision capabilities.

Night vision is currently achieved with lighting, or by using specialized low light cameras that intensify images created by stray light from surrounding buildings or from street lights. For critical security installations with large security budgets, very expensive thermal

cameras can be used. These technology choices have many compromises and none of them effectively solve the night vision problem.

Standard daytime video cameras with lighting support and specialized low light cameras have limited fields of view, cannot see into shadows or at long distances and suffer from poor image resolution. These factors limit effective threat detection and assessment. Thermal cameras have good detection, but compromise threat assessment due their inability to identify people, or to read license plates and signage. A revolutionary night vision technology from NoblePeak ([www.noblepeak.com](http://www.noblepeak.com)) solves these performance and cost problems.

The breakthrough comes in the form of *TriWave*, a revolutionary image sensor technology that has the ability to

sense the large amounts of short wave infrared (SWIR) light emitted by the earth's atmosphere at nighttime. This “Night Glow” is at a wavelength that our eyes and standard silicon cameras cannot see.

Video security cameras that incorporate NoblePeak's *TriWave*-based camera cores are able to rapidly detect and identify people and objects at night without active illumination, thus enabling a new generation of day and night vision cameras with revolutionary night vision performance and price points.

Hear more from Richard Hudak, former Director of Corporate Security and Safety, Loew's, at the Tuesday afternoon session, “End Users - What Keeps Us Up at Night?”



West

## Bringing Value to Our Customers

By George West, Vice President and Division Head,  
Security Solutions, Siemens Building Technologies, Inc.

While it's impossible to predict the future of our industry, we have a good idea of where it's headed. For example, by now we know that physical security and IT integration are not an emerging trend – they're a reality. While this, and many other security issues are top of mind, our primary focus is how we can continue to bring value to our customers.

Customers want a security partner who can support them through the entire security life cycle. They are not just concerned about the system they are buying today; they are concerned about how this system will help them achieve their desired level of security and how effectively it can evolve as their needs change.

At Siemens Building Technologies, we pride ourselves on developing long-standing partnerships with our

customers based on helping them address today's security challenges and positioning them to address tomorrow's. Our comprehensive approach to providing security solutions is built around three key processes.

1. We work with all of the stakeholders within the customer's organization to help define the current challenges they face, recognize the steps they have already taken to address these challenges and understand how they anticipate their business will change in the future.
2. This step involves working with the customer's team to design and implement a security solution that delivers the desired level of security and fits within the customer's budgetary, operational and cultural constraints. Our primary objective is to develop a solution comprised of the most

effective combination of people, process and technology. Additionally, we make sure that the solution incorporates robust migration paths so that, as our customer's business changes, their security system can adapt.

3. The final step is to help our customer implement an ongoing service and maintenance program. The objective of this program, which is jointly executed, is to ensure that the security solution is consistently operating as intended and is effectively adapting to their needs.

As this approach illustrates, at Siemens Building Technologies, we bring value to our customers by partnering with them to provide unique security solutions and services that meet their needs today and in the future. For more information, go to [www.usa.siemens.com/innovate](http://www.usa.siemens.com/innovate).



Howes

## Video Surveillance – Bourne of the Internet?

By Richard "Chip" Howes, SteelBox President and CEO

Hollywood's blockbuster films often depict the use of video surveillance systems when tracking criminals and investigating crimes. "The Bourne Ultimatum," for example, portrays the government using video cameras to track Jason through a train station, syncing video together quickly and easily to help locate its target.

While these systems seem plausible, Hollywood's depictions are based on advanced technology that is just now entering the marketplace. Until recently, surveillance systems did not have the horsepower to effectively distribute real-time video. The typical video surveillance server cannot handle more than 32 cameras and cannot do real-time tracking as seen on screen. In addition, most systems run

on general-purpose PC-based operating systems, such as Windows, that are not equipped to deal with constant streams of video data.

The video surveillance industry is in a similar position to that of the Internet ten years ago. Think back to 1996 when navigating the Internet was slow and frustrating. The Internet, like video, requires the ability to quickly distribute numerous data packets. In order to make this process fast, skilled engineering teams developed routers and load balancers to intelligently manage distribution and allow rapid access to Web servers.

As the video security industry switches from analog to digital technologies, engineers must be aware of the underlying technology used in the

Internet and steer away from PC-based operating systems that fail to efficiently handle transmitting video over IP networks. By developing purpose-built operating systems designed specifically for video, we arrive at management appliances that support hundreds of cameras, easily index and manage video information and allow for real-time tracking and analysis. Only when the video security industry adopts more advanced purpose-built systems as the backbone of the surveillance system will real world security applications look more like what we see in the movies and less like the fuzzy convenient store video clips that often appear on the nightly news.

See SteelBox systems at [www.steelbox.com](http://www.steelbox.com).

# The Digital Security Revolution: Winners and Losers

By Steven Pineau, CEO, Viscount



For 30 years, costly and complicated control panels have been the backbone of card access security systems. However, with new advances in intelligent IT-enabled devices and software, control panels may soon be obsolete. End users are accelerating this trend. The U.S. government's HSPD-12 initiative mandates the same card be used for both IT and door entry functions. However, typical control panels do not have the processing power to handle the new mandated data formats and, with HSPD-12 as a non-funded requirement, agencies are looking for more powerful, yet affordable systems to secure facilities.

*MESH* from VSI Viscount is the first commercial system that bypasses the need for control equipment with direct communication between door readers and servers. The benefits are enormous. Control panels (up to 80 percent

of system costs) are no longer required. Readers connect on simple CAT5 networks or even across wireless, VPN or WAN networks. *MESH* can employ IT high availability, fault tolerance and redundancy measures to increase reliability that are not possible with control panels. For HSPD-12, functions that control panel suppliers describe as a future migration path are immediately available and at a dramatically reduced cost with *MESH*.

*MESH* also represents the trend towards a convergent architecture. The *MESH* Security Operating Platform also includes additional functions not possible with typical control panels, including intercom and CCTV. Integration with third-party human resources and logical access software becomes simplified. With close to 1,000 *MESH* systems installed since being released in 2005, Viscount is becoming

the established market leader in the digital device revolution. Typical projects include prisons, banks, government facilities, condominiums and hospitals.

VSI President and CEO, Stephen Pineau, noted, "The trend in physical security is now beginning to mirror the switch from analog video tape recorders to digital video several years ago. Just as many analog recording suppliers did not survive this transition, control panel suppliers will be hard-pressed to destroy their existing business model to adopt a digital approach. There may be exits in the coming years as systems such as *MESH* come to dominate this major market segment."

For more information, visit [www.viscount.com](http://www.viscount.com) or contact Stephen Pineau at 800-476-3774 or [pino@viscount.com](mailto:pino@viscount.com).

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