

OPEN

A NEW AGE OF VIDEO SECURITY

BY DAVID A. AUS, MARKETING COMMUNICATIONS WRITER

The video security and surveillance industry is rooted in a proud tradition – CCTV. In millions of installations around the world, closed-circuit television has provided robust, reliable and secure video that informs decision-making, catches bad guys, and saves lives. The IP convergence in video security is giving rise to new ways for devices and systems to interact, delivering more accurate and timely actionable intelligence.

In the same manner that the IT world evolved – from a legacy of proprietary, closed mainframes to PCs, networks, distributed computing, and open architectures – video security is undergoing an IT-fueled shift toward open platforms and interoperability. IT users have become accustomed to an endless array of hardware and software choices to assemble the solution they desire. So it follows naturally that, as physical security moves onto the network, customers are demanding choice and flexibility in their solutions.

For many video security customers today, openness ranks as high as reliability on their system checklists. Recognizing this fundamental shift in our industry, Pelco is committed to being a leader in open and integrated solutions. From integration and product development to strategic alliances and more, Pelco is working tirelessly to uphold this commitment.

“By committing to be an open and integrated company, we recognize that best-of-breed solutions may be the best solution for our customers,” explains Dean Meyer, Pelco President and CEO. “That means working with other manufacturers, and sometimes with competitors. We know that no company in our industry can go it alone.”

“When two leading firms come together like this to integrate their cutting-edge solutions, it is our customers who win. Working with Pelco toward product compatibility stays in line with our focus to continually offer our customers more choices.”

– Francis Lachance, Product Manager,
Genetec for Omnicast

ARCHITECTURE AND INTEGRATION

Pelco has made openness a key pillar of product development. Dave deLisser, Pelco Director of Integration, leads our efforts in interoperability. "A key to openness is making sure our products work with other manufacturers' products, and making it easy for other manufacturers to integrate to Pelco products. And we've put a number of programs in place to make that happen."

"First, we want to make integration to Pelco products fast and efficient," explains Stephane Lantoine, Pelco Integration Business Development Manager. "To do that, we provide a well-defined API, utilizing a widely used non-proprietary interface. And we use standards developed and adopted by industry-recognized standards bodies. We provide a wide range of component-level APIs for our IP cameras, Endura components, and video analytics. In addition, we provide powerful system APIs with a wide array of online resources for our integration partners. Our consignment program makes test equipment available to integration partners, for them to work with at their facilities. And we have a Developer Support team dedicated to meeting the specific needs of integration partners."

CUSTOM INTEGRATION

In addition to these efforts, Pelco also has a custom integration team that develops interfaces to interact with other manufacturers' products.

Progress to date has been remarkable:

- Pelco has released solutions with more than

159 integration partners

and more than 83 new integration partners are in process right now.

- With the upcoming release of version 2.1, the Endura IP video system will support more than 80 IP cameras models from third-party manufacturers, including Axis, Arecont, IQinVision, Panasonic, and Sony, with more models and vendors being added all the time.
- Endura 2.1 will also introduce support for fiber-attached storage area networks, allowing users to take advantage of third-party storage.
- Pelco IP cameras talk with **42** of the most commonly used video management software and NVR platforms available. And another 45 companies are currently writing drivers to Pelco IP cameras.

"It is a pleasure to work with Pelco, a leader in the security market and well known for their support and service in the security industry. This integration provides great ROI for our mutual customers as they will save both time and money. In addition, it enables customers to respond to incidents much quicker and with more situational awareness than was possible in the past."

– Sri Palasamudram, CEO of mobiDEOS

"Pelco is an important member of our PSDN Program. And this recently established interoperability is a clear example of both companies' commitment to openness, collaboration, and to providing customers with choices and the flexibility they want."

– Mike Maddox, Panasonic Solution Developer Network (PSDN) Program Manager

- Currently, more than **100 manufacturers integrate with Pelco DVRs**, including several access control partners.

- For customers who seek a software-only video management solution, the Pelco DS NVs software will run on qualified third-party servers, with support for more than 60 popular IP cameras.

"Pelco has a tremendous reputation for providing great products and customer service, so the incorporation of ObjectVideo analytics into the Sarix camera line is a natural fit."

– David McGuinness, ObjectVideo CEO

“For Insight Video Net, this integration partnership extends our product offering to a video security pioneer and allows them to add even more value to their Endura product line. This partnership will allow us to continue to provide leading edge solutions to our collective customers for new or existing security applications.”

– Bob Carreon, Insight Video Net, CEO

PARTNERS AND ALLIANCES

Pelco is constantly seeking out new integration partners. “In addition to component APIs and product-to-product integration, we recognize the need to identify and ally with strategic partners, to bring new solutions that deliver value to our customers,” says deLisser. “We are focused on partners whose expertise and technology complement Pelco’s strengths. Together with a strategic partner, we can offer better solutions than either of us could offer alone – powerful, new solutions that make a difference for our customers.”

“At the heart of our alliance efforts is the Pelco Partner First program,” explains deLisser, “through which we are collaborating with more than 159 partners (and growing) to bring integrated solutions to the market. From access control and alarm systems to video analytics and content analysis and much more, Pelco and its partners are working hard to make field integration of critical systems easy and worry-free. And across a range of product lines, we’re expanding our interoperability with other manufacturers, from IP cameras and storage to video management systems software.”

To Learn More,
Visit <http://partnerfirst.pelco.com>

“Our customers are looking for ways to drive efficiency in their security operations. This integration leverages data from both systems to present more intelligent information to the user; resulting in quicker and more informed responses to security events.”

– John Fenske, Johnson Controls
Director Global Product Programs

THE INDUSTRY RESPONDS

The industry is taking notice, too. Here’s what some are saying:

Steve Collen, Director of Business Development for Cisco Systems, Inc.’s Physical Security Business Unit provides perspective from the IT world:

“There’s the old Pelco, and there’s the new Pelco. They’ve been aggressively adding resources to their IP programs, specifically to their IP camera programs, and interestingly, when we looked at the technology in the marketplace, they had a more advanced offering than anyone else. So they are serious about the market they are moving into very quickly.”

SOURCE: Watson, Sharon J., “Cisco Systems on Convergence, Location Awareness and Pelco,” Securitysquare, October 6, 2009

Bob Kusche, Ojo Technology, gives an integrator’s view:

“We recently deployed a couple of Pelco-based IPVS (IP Video Surveillance) solutions for a couple of notable customers here in the Bay Area: San Quentin Prison and Stanford University. Both are very happy with their solutions, and we learned a lot about where Pelco stands today in the IPVS industry in the process. The big takeaway lesson for us: Pelco is a LOT farther along with IP than we knew!”

SOURCE: <http://bobkuscheipvs.blogspot.com/2009/08/pelco-does-ip.html>

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“A critical component in the framework of some of our most advanced projects, including safe city installations, integration of the Pelco IP camera systems is essential to our deployment partners when they require best-of-breed technology for mission critical solutions.”

– Aluisio Figueiredo,
Director of Operations, ISS

OPEN STANDARDS

Beyond integration and alliances, Pelco also recognizes the need to work with other industry leaders in developing technical standards. To this end, Pelco is working with a number of video security standards bodies, including PSIA and ONVIF. “The emerging standards will make the next level of openness a reality for customers and our industry, making it easier for manufacturers to design interoperability into their products,” says Dave deLisser.



To learn more about Standards, read “Pelco Consultant” on page 59-60.

COMMITTED TO OPENNESS

“Ultimately,” says Dean Meyer, “openness means providing flexibility and choices for customers. It’s clear we’re working hard to live up to our commitment to open and integrated systems. We invite people to find out for themselves how open Pelco is.”

“Pelco provides a free integration API, and this API enables an easy integration into our platform. Both our developers and clients are very satisfied about the service, the quality and the technology of the DVR. We are convinced that the good communication and relationship with Pelco will help us in expanding our qualitative portfolio.”

– Miet Loix, CEO of Entelec Control Systems NV

“This key release of the iTrak Incident Reporting and Risk Management System in conjunction with Pelco Endura video management, delivers complete integration for security and video surveillance environments.”

– James Moore,
iView Systems Vice President

“We are pleased that Pelco has taken advantage of the Lenel OpenAccess Alliance Program and its ability to support manufacturers in their efforts to develop integration modules to work with the OnGuard platform. We look forward to Pelco’s continued participation in the Program to the benefit of our companies’ system users.”

– Raffaele Ceravolo,
Director of Strategic Alliances, Lenel

“Pelco cameras are easy to integrate and work with. Their specification is thorough and easy to understand. They had multiple good choices for interacting with the camera and we chose the one that fits our solution best.”

– Guillaume Laforte,
Vice President of R&D, Feeling Software