



# NEWS RELEASE

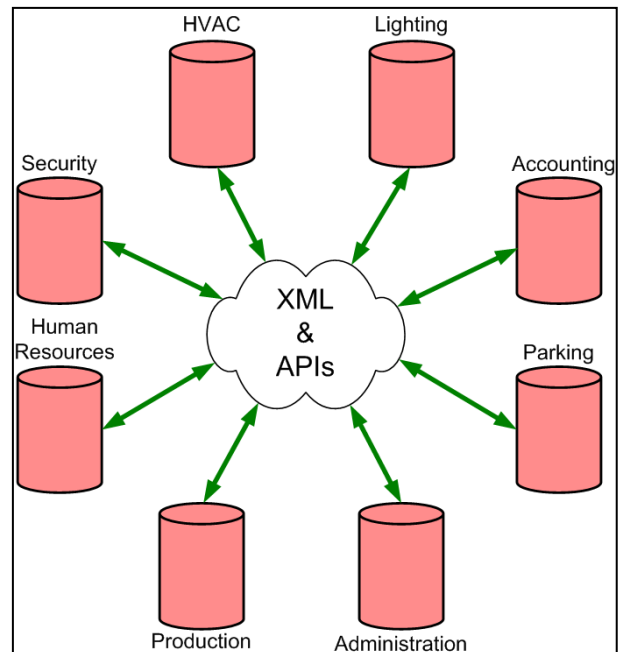
## FOR IMMEDIATE RELEASE

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## Hirsch Demonstrates XML-Enabled Security

SANTA ANA, CA, June 30, 2004—Hirsch Electronics solidified its leadership position in the security industry through a live demonstration of XML-enabled interoperability at the recent RealComm conference in San Francisco. Hirsch's newest version of its Velocity Security Management System enables their security system to interoperate with other building systems, such as heating, ventilation and air conditioning (HVAC), lighting and energy, and with other XML-enabled third-party applications.

The live demonstrations were part of the conference's Building Operations Center Theatre. The Hirsch security system communicated XML-formatted information to two third-party systems: a PixelTouch lobby presentation monitor, to present a personalized message to the specific person entering the building; and a security-equipped robot from ActivMedia Robotics, to command it to investigate the location of an alarm.



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“Facility executives and building owners can use interoperability to reduce operating costs, such as guard headcount, and heating and lighting bills,” commented Rob Zivney, Hirsch VP of Marketing.

“Interoperability also offers the opportunity to improve the employee or tenant experience, to solve problems that were too costly or nearly impossible to address, and even to identify new revenue sources, for instance the accounting of, and bill-back for, parking or weekend facilities use.”

Hirsch’s Velocity can communicate XML-formatted security system alarms and events (e.g., door forced open, motion detected, access granted Mike Smith back door, etc.) to any number of devices: the heating system, a consolidated building systems monitoring station, a mobile handheld device for a remote manager, etc. Likewise, Velocity can be used to receive and respond to XML-formatted information for the remote execution of commands, such as unlock a door, trigger a relay, acknowledge an alarm, and obtain lists (of doors, relays, active alarms, etc.). Additionally, Velocity’s application programming interface (API) enables person and credential information to flow seamlessly between the security system and other business systems such as human resources for automated adds, deletes, and changes.

A complimentary Guide to Interoperability is available from Hirsch by visiting their website at [www.HirschElectronics.com](http://www.HirschElectronics.com) or by calling 949-250-8888 ext. 140.

#### About Hirsch Electronics

Hirsch Electronics Corporation manufactures high security access control and security management systems for worldwide markets. Hirsch has earned numerous industry awards for their integration of door control, intrusion detection, video, badging, graphics and database management. Hirsch Electronics is located at 1900-B Carnegie Avenue, Santa Ana, California, U.S.A., Phone: 949-250-8888, E-mail: [info@hirschelectronics.com](mailto:info@hirschelectronics.com); Website: [www.HirschElectronics.com](http://www.HirschElectronics.com).

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