



## **Far East Noble Sdn Bhd** (371923-T)

(Formerly known as Active Electronics Link)

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### **Company Profile**

#### **Introduction**

FEN Sdn Bhd is founded in 97 by Allen C.L. Cheah in Penang. It has established itself as a small but skillful company that specializes in Embedded-controller (MCU) Applications and Development. Our main customers are the international manufacturing companies (MNC), industrial support companies and education institutions. Our mission is to provide innovative products and services to our customers.

#### **Main Area of Competency**

- Embedded Micro-controllers
- Educational Robotics
- Product Development
- Embedded Software Development

#### **Some Projects/Products**

- Centralized Football Stadium Entrance Control System
- RFID Access System
- Remote Control and Receiver
- Educational Robotics
- MicroEdutronics® Packages



#### **About Allen Cheah**

Allen Cheah, aged 44, he graduated from University of Houston, Texas, USA in 1987. He worked as an Electronic R&D Engineer from 1988 to 1997 with GE and Robert Bosch until he founded FEN Sdn Bhd.

His expertise includes Audio Design, System Control, Test Development, and Embedded Design. He has been conducting Robotic and Programming courses since year 2000 in colleges and universities. His practical experience enables him to bridge the gap between the academic and the industrial sector. He is an Industrial Advisory Panel (IAP) member to INTI International College in Penang Malaysia.

## **Business Focus**

To better serve our customers, we are focusing on three major areas:

Industrial Support,  
Education, represented by our MicroEductronics®  
Contract Manufacturing (EMS)

### **Industrial Support**

This was our key business in early years. And still sizable even though we have grown in other areas such as Edutronics and R&D services.

We custom design projects such as Functional Testers, Equipment, and provide services to our customers in the manufacturing sectors.

With a healthy list of major companies in our profile, we are likely increase the business sales with the current clientele.

### **Education - MicroEdutronics® Kits**

Some completed examples for this market are:

SEBI007 – Basic Stamp® 2 Microcontroller Development Board

SEBI006 - Multi CPU Multi Language Microcontroller Development Board

Sensors – Plug and Play Sensor, RF encoder/decoder,

Robotics Control Board for Basic Stamp2

RobotBloc - our latest invention, making walking robots at low cost

Football Robots etc.

Our key to this market is excellent technical support, training and meeting the requirement of the technical colleges.

We will continue to provide the same support to our business partners.

We will collaborate with our partners in research, design, manufacture, document and training so that our customers can concentrate on marketing.

### **Contract Manufacturing (CM)**

This is the area of business where we provide custom design and manufacturing services to provide turnkey solution to our customers.

Currently we are involved in manufacturing of the following OEM products:

- Search and Rescue LED Safety Helmet for SETO, Yearly Qty: 5-10K pieces
- RO Walter Filter System for ELKEN, Yearly Qty: 30K Pieces
- RC controller IC programming service for Tamiya, Japan. Yearly Qty: 200K-300K Pieces

In FEN Sdn Bhd, our engineers design, prototype, validate and prepare all the necessary testing and modification. Eventually we transfer the products to our Contract Manufacturers for manufacturing. We also work closely with Contract Manufacturers (EMS) in various stages, including pre and post production support.

### **Our Customers**

Our customer base is growing. Our policy is that every customer we serve deserves the best product, excellent support service, and timely delivery. Guided by such quality concept, we have gained many trusted customers. And hopefully we will be able to work with many more customers in the future.

Thank you!